

AIR CONDITIONING
& REFRIGERATION

The Newspaper of the Industry

Subscription Price, \$6 Per Year

Vol. 80, No. 11, Serial No. 1,460

NEWS

March 18, 1957

Issued every Monday at
450 West Fort St., Detroit 26, Michigan
Established 1926Member,
Associated
Business
PublicationsMember,
Audit
Bureau of
Circulations

Reentered as second class matter October 3, 1936, at the post office at Detroit, Mich., under the Act of March 3, 1879.

Trade Mark Registered U. S. Patent Office. Copyright 1957, by Business News Publishing Co.

Inside Dope

By GEORGE
F. TAUBENECKLearn to live and laugh —
thus delay your epitaph

Stories of the Week
Gags of the Week
Add Definitions
How to Checkmate
Price-Cutters
Midway Humor
Silent Suffering
Last Gasps
Add Newspaper Boners

Stories of the Week

"Until recently I tried in vain to understand your type of art" somebody told Picasso. "A week in the country changed my outlook. In Nature I saw innumerable forms and figures like those you portray."

"Hmm," arched Picasso. "Then Nature is getting on the ball."

"You say you took your dog for a walk," cross-examined a legal beagle. "Did you stop anywhere?"

"Did I stop anywhere? Have you ever walked a dog?"

Into a Scotch and soda a bartender dropped a twist of lemon peel.

"Take it away," screeched the customer. "I hate lemonade."

Gags of the Week

People who have an hour to spare usually spend it with someone who hasn't.

Children are a comfort in one's old age. They make you older faster, too.

Most women struggle years and years to acquire a mink coat. Others quit struggling.—DONALD O'CONNOR.

Add Definitions

Billow: What you sleep on when you have a bad cold.

Pessimist: Woman who fears she can't squeeze her car into a small parking place. (An optimist is a man who figures she won't try.)

Expensive restaurant: Place where you are sentenced to bread and water for 30 minutes or more.

How to Checkmate
Price-Cutters

Everybody in our business is bothered by screwball price-cutters. Following is sound advice to dealers and contractors, contributed by and winnowed from the experience of many good friends in our business.

1. Keep your pants on, and don't get scared. It's the frightened who cut prices.

(Concluded on Page 8, Col. 1)

Why Homeowners Should Buy
Air Conditioning

When you buy an automobile, it depreciates at least 20% the moment you drive it away from a dealer's showroom. That is true of practically anything else you purchase to use, rather than for investment.

Residential air conditioning is a conspicuous exception to the rule. It actually adds to the resale value of a house more than you pay for its installation. This is true immediately, and for three to five years thereafter.

Home air conditioning gives you pleasure, of course. Also it improves the health, good looks, and good tempers of your family. Furthermore, it elevates your stature in the eyes of friends and neighbors—and is a sound investment as well.

For the first time in his life, Mr. Average Citizen wants air conditioning PERSONALLY, and is willing to pay for it.

(Concluded on Page 50, Col. 1)

Wolfson's Moves
Might Emphasize
Kelvinator Role

DETROIT—Some suggestions for "overhauling" American Motors Corp. operations that might include more emphasis on the Kelvinator Div. will be offered to George Romney, corporation president, when he meets with Louis E. Wolfson in Miami, Fla. soon.

Financier Wolfson was recently revealed as "probably the largest single stockholder" in American Motors. He and his wife voted 240,000 shares at the corporation's annual meeting last month. He admitted they now have considerably more.

He said that he had no idea how many shares his friends and associates might hold. American Motors has 5,670,430 shares outstanding.

Wolfson stated that when he meets with Romney in Miami and later in Detroit, "I will make certain suggestions for the air conditioning to be held here April 3-4 has been announced.

(Concluded on Page 4, Col. 3)

Gov't-Industry
Cooling Symposium
Set for April 3-4

WASHINGTON, D. C.—Preliminary program for the Government-industry symposium on air conditioning to be held here April 3-4 has been announced.

The symposium will be held in the auditorium of the Dept. of Commerce building, 14th St. between Constitution and E. N.W. It is being sponsored by the General Industrial Equipment Div. of the Business & Defense Services Administration in cooperation with the air conditioning industry.

Noting that "timely and important subjects will be presented by outstanding men from both industry and Government," H. B. McCoy, BDSA administrator, stated:

"We feel that the symposium (Concluded on Page 5, Col. 1)

Hospital Authority
Says Air Conditioning
Is 'First Requirement'

PITTSBURGH—"Complete air conditioning should be the first requirement in new hospital construction and the first item in any hospital modernization program," a University of Pittsburgh physician declared here.

"There is certainly a definite need for air conditioning hospitals," said Dr. George J. Thomas, chief of anesthesiology at Pitt Medical school and director

(Concluded on Back Page, Col. 1)

Specifications Data
In Middle Section

Specifications of 1957 self-contained air conditioner models of all leading makes will be found in a special section in the middle of this issue.

The section containing the specifications information has been so printed and bound that it may be easily removed from the issue (by pulling it away from the binding) at a later date, and filed for reference purposes.

Air Conditioning 'Show Case'
—With Specifications

This, the "Air Conditioning 'Show Case' Issue—With Specifications" can possibly best be read with the idea that it contains four principal kinds of information—all of which can be of vast assistance to anyone who has any kind of interest in the air conditioning industry.

1. **Specifications on the 1957 lines of air conditioning equipment marketed by 106 firms.** This specifications service, originated by the NEWS, is designed to tell specifically "who makes what" in room units, packaged commercial air conditioners and residential systems including heat pumps, with key information on every line.

2. **The various advertisements,** designed to demonstrate what manufacturers of air conditioning equipment and accessories are offering for the 1957 market.

3. **Special stories and articles,** such as how a contractor cuts the time needed for selling, administration, servicing (pg. 22); use of perimeter outlets (pg. 12); markets for, and methods of handling "in-the-wall" units (pg. 24); first of a series on "selling residential air conditioning for profit" (pg. 48); how to relate weather data to selling effort (p. 42); installation-by-installation record of Detroit air conditioning sales, a valuable guide to market planning (pg. 58); three types of service contracts, what they cover, how to use (pg. 76).

4. **Additional pictures from the International Heating & Air Conditioning Exposition,** providing a further line on available products to handle any type of air conditioning application.

FHA May Ease
Home Cooling
Requirements

WASHINGTON, D. C.—Supplied with requested operating and maintenance cost data on residential air conditioning by an industry advisory committee, the Federal Housing Administration recently indicated that it may ease up on its appraisal requirements on air conditioned houses.

Though no definite action was taken at the meeting of the committee with FHA officials and no future action is contemplated, an improvement in the appraisal situation is anticipated.

George S. Jones, managing (Concluded on Page 2, Col. 4)

Utility's Policy
May Affect Motor
Requirements

PHILADELPHIA — Issuance of a "Statement of Policy With Regard to Single Phase 230 Volt Air Conditioning Installations" by the Philadelphia Electric Co. may help to spark a move that may lead to a revised set of motor starting current rules, applicable throughout the country.

The fact that the statement of policy was issued by Philadelphia Electric Co. is particularly significant because J. W. Anderson, general superintendent of the utility's Transmission & Distribution Dept., is also chairman of the Edison Electric Institute Group of the Joint ARI

(Concluded on Page 96, Col. 1)

May 4-8 Western
Show Now Backed
Fully by Industry

LOS ANGELES—Full backing of all industry interests is now said to be assured for the Western Air Conditioning, Heating, Ventilating and Refrigeration Exhibit and Conference, to be held May 4-8 at the Shrine Exposition Hall here.

Some segments of the industry which have not favored all-out support of what are considered to be regional shows, are now said to be giving their full measure of support to the Western Show. Success of this Show is necessary if there is to be a future for other such Exhibits on the West Coast, it is felt.

Southern California business groups are actively backing the affair, and "customer" groups (Concluded on Back Page, Col. 4)

BEHIND PAGE ONE . . .

How Contractor Cuts Costs

Survey, Selling, Administration,
And Servicing Are Streamlined..... 22

In-The-Wall Room Units
For Multiple Dwellings

Conference Cites Advantages, Disadvantages.... 24

'Climatic Odds' and Conditioner Sales

How To Use Long-Time Weather Records
To Figure Air Conditioner Demand..... 42

Selling for Profit

Health Factor's Importance Overlooked
In Selling Residential Air Conditioning..... 48

Detroit Air Conditioning Sales

1956 Installations Soar 63%
Over 1955; July Sets Record..... 58

Repairing Window Units

Assembly Line, Unusual Techniques Used..... 61

Service Contracts

Three Types, and How One Contractor
Profitably Administers Them..... 76

Pictures from ASHAE Show

70, 71, 72, 73, 75, 83, 85, 86, 87, 88, 90, 92, 93

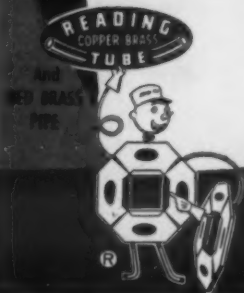
Dependable Prescription for Refrigeration & Air Conditioning Equipment

Always Specify
R_x READING
Copper Tubing

Made by Copper Tube SPECIALISTS

READING TUBE CORPORATION

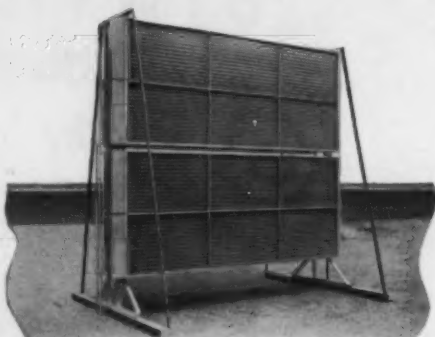
EMPIRE STATE BUILDING NEW YORK 1, N. Y.
WORKS: READING, PA.



KRAMER
UNICON

GETS BIGGER and **BIGGER**

There is only one answer to large capacity condenser problems — the KRAMER UNICON. Every day more engineers plan larger tonnage installations — 50, 100 and even — 800 tons. And every day UNICONS are shipped to all parts of the world for giant-sized installations. No other air-cooled condenser can match the long, successful record of UNICON, backed by thousands of applications since 1937 — in the widest range of tonnages and climatic conditions. Your condensing problems can be best answered by use of the best — the KRAMER UNICON.



Space-saver UNICON, as illustrated, serves a 60-Ton air conditioning system, yet takes but 70 sq. ft. of roof space.

UNICON is a remote-type air-cooled condenser that requires no water. KRAMER UNICON can be used with any size compressor, REGARDLESS of horsepower. Any size refrigeration or air conditioning system can be air-cooled with UNICON, REGARDLESS of tonnage. UNICON requires less horsepower, less piping, is easier to install and costs less. KRAMER UNICON performs best — even in semi-tropical climates.

WRITE FOR BULLETIN U-210D

KRAMER TRENTON CO. • Trenton 5, N.J.

FHA May Ease Requirements--

(Concluded from Page 1)

director of the Air-Conditioning & Refrigeration Institute, informed the FHA at the meeting that "in the very near future," the ARI would publish rating and testing standards for residential air conditioning equipment and would put a compliance program into effect.

May Publish Standard Soon

He told the NEWS later, that the standards may be published within 30 days and that public announcement on the compliance program may be ready for the ARI's annual meeting in May.

He cautioned, however, that the actual effect of the program would not be felt for several months after that. There are still several details to be worked out, he said.

This industry advisory committee meeting was a follow-up to a builder-industry-government conference held last summer in the National Housing Center. At that time home builders complained that local FHA field offices were unrealistic in qualifying buyers for air conditioned homes. They charged that difficulty in obtaining an acceptable valuation and a realistic valuation based on cost from FHA was losing them buyers.

Says Industry Didn't Offer Data

Norman Mason, FHA commissioner, declared that many of these complaints were due to failure by the industry to provide factual information with which FHA could arrive at some average cost and maintenance figures.

At this meeting, the committee informed FHA of new developments in air conditioning and the effect of operating costs on homeowners' budgets.

A report on maintenance and cost data, based on actual case histories of residential air conditioning systems was presented on behalf of the committee by Jones. The surveys were based on actual costs per metered kilowatt hour plus maintenance and repair bills for the systems.

Results of the cost samplings were low enough to allay apprehension that home air conditioning imposed on overly heavy burden on the family housing budget, according to FHA.

As to appraising the value of air conditioning to the homeowner, Mason said variable factors affect value, demand, and public acceptance from place to place and from time to time.

'When Public Accepts Cooling So Will FHA'

He told the committee that wherever the public was convinced of the value, air conditioning would have value, and FHA would give it full credit in its appraisals.

The amount that can be borrowed to buy a home under the FHA plan is determined by FHA's appraisal of value. Builders and equipment manufacturers have held that FHA appraisals often did not reflect full value of an air conditioning system.

The committee members agreed that much progress has been made in resolving past differences. "We're not very far apart. We're much closer than we were a year ago," was the consensus.

Attending the meeting were, in addition to Jones: Kenneth Behr, Lennox Industries, Inc.; Ned A. Cole, Austin, Texas homebuilder; Ralph A. Gonzalez, Airtemp Div., Chrysler Corp.; Richard G. Hughes, past president, National Association of Home Builders; William A. Lake, Carrier Corp.; Thomas W. McNeill, Air Conditioning Div., American-Standard Sanitary Corp.; G. R. Munger, Owens-Corning Fiberglas Corp.; Lee Nutter, Home Heating and Cooling Div., General Electric Co.; Frank J. Nunlist, Mueller Climatrol Div., Worthington Corp.; Don P. Petrone, Typhoon Air Conditioning Co., Inc.; and Harry H. Ward, Frigidaire Div., General Motors Corp.

The "hottest" products are cooled by Copeland

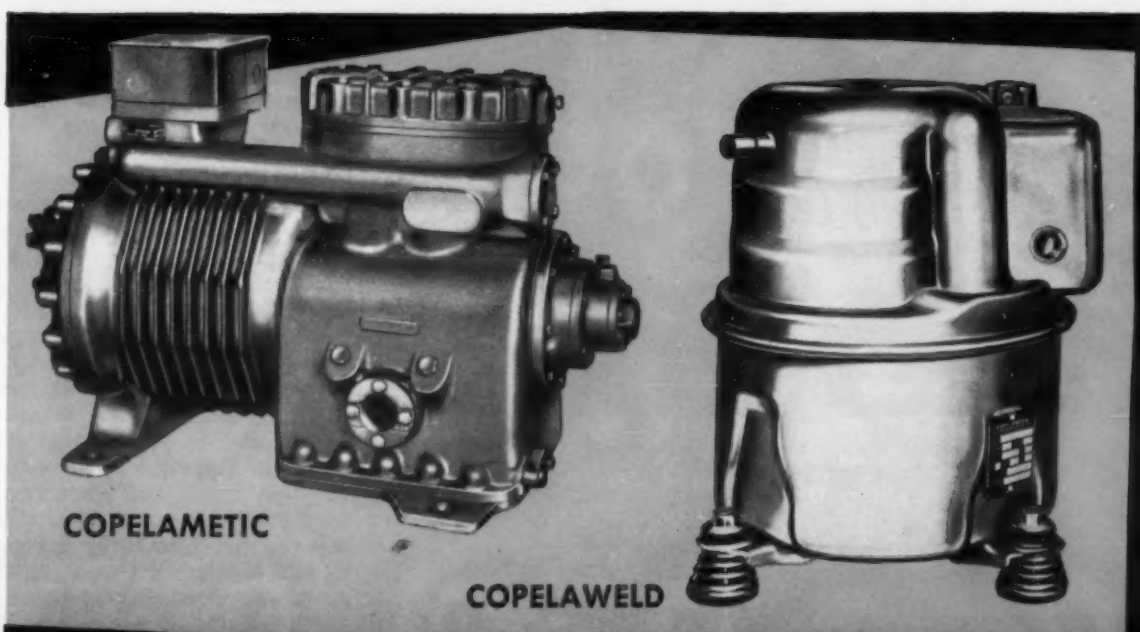
Find the manufacturer of a famous line of air-conditioning or refrigeration products, and it's a good bet you've found another Copeland customer. Companies with a reputation for quality and service at stake, can't take chances . . . for the heart of their products, they demand motor compressors and condensing units by Copeland.

Since the industry was in swaddling clothes, Copeland has pioneered perfection . . . researching its needs, testing in laboratory and in the field, and building a progressively higher standard of performance and durability into every unit. You'll make and keep warm friends when Copeland does your cooling.

SINCE 1918

Copeland
REFRIGERATION CORPORATION, Sidney, Ohio

Manufacturer of the heart of
America's finest commercial refrigeration
and air conditioning



COPELAMETIC

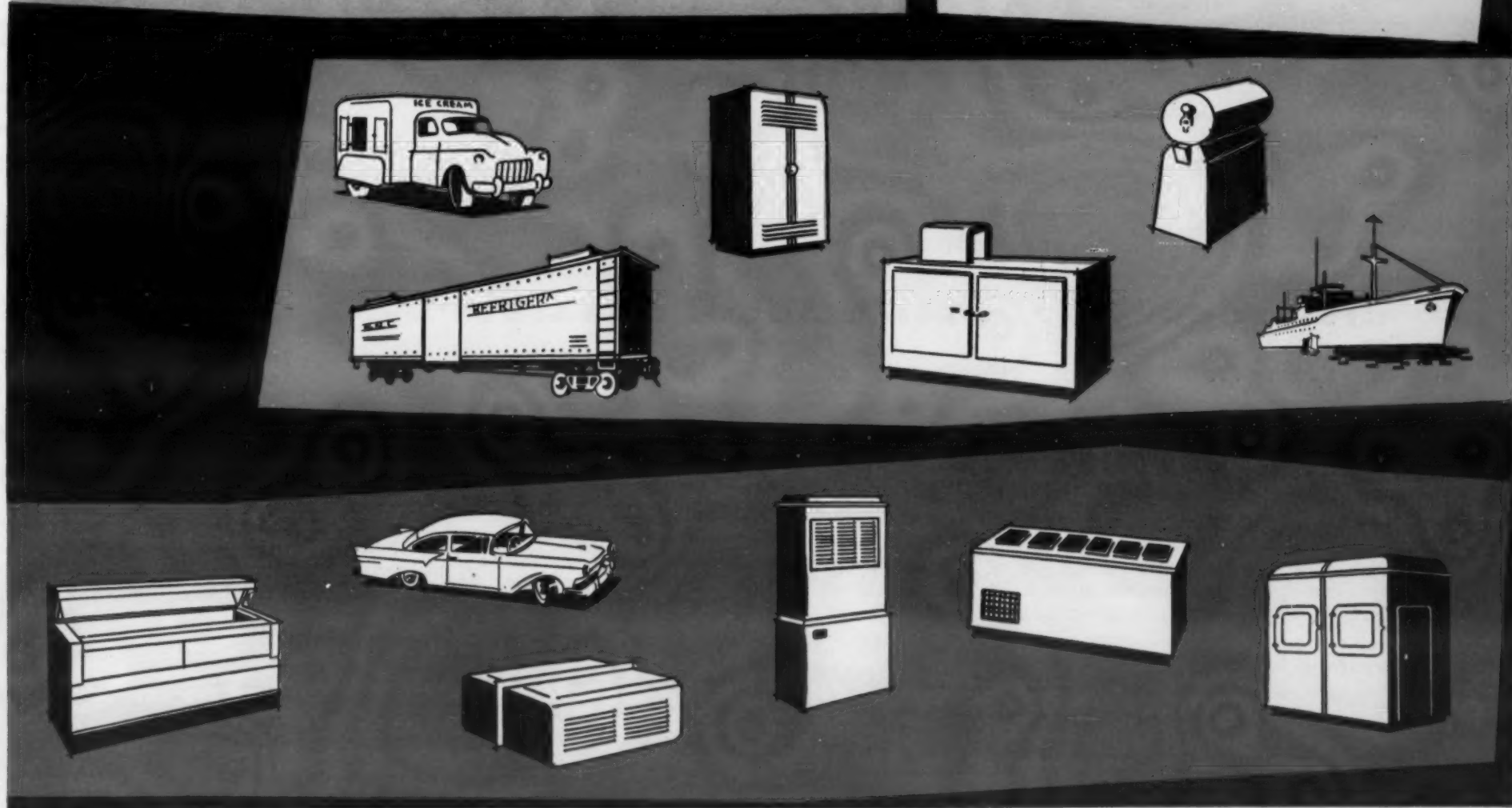
The Accessible Hermetic

You can get to direct-drive Copelametic units effortlessly . . . in a jiffy. No belts or seals, no manual oiling. 90% of service costs eliminated. Models for all applications—air and water-cooled—from $\frac{1}{3}$ through 3 h.p. Self-contained units $\frac{1}{3}$ and $\frac{1}{2}$ h.p. Suction-cooled also available.

COPELAWELD

Hermetics — Sturdy, Silent, Safe

The leaders' choice for refrigeration and air-conditioning products. Vibration-free; delivers high capacities at lowest current output. Freon-12 and Freon-22 models; sizes $\frac{1}{2}$ H.P. through $1\frac{1}{2}$ H.P.



'Refrigeration News' Ups Schildhammer, Price, and Jones

DETROIT—Three promotions at Business News Publishing Co., publisher of AIR CONDITIONING & REFRIGERATION NEWS, have been announced by Edward L. Henderson, president of the publishing house.

Robert M. Price, manager of the New York office, and P. Allen Schildhammer, manager of the Chicago branch, became vice presidents.

Warren L. Jones, general manager, takes on the added duties of treasurer of the company, with headquarters in Detroit.

Price, who has been with the firm 19 years, and Schildhammer, with 11 years' service, will continue to head the branch offices, Henderson further commented.

Waco Appliance To Concentrate on Heating, Cooling

ATLANTA—Waco Appliance & Television Co. is discontinuing its retail appliance, television, and electric housewares operation to concentrate on air conditioning and heating, according to Tom Irwin, general manager.

To be known as Waco Heating & Air Conditioning Co. at its present location, 75 Alabama St., the firm will handle all types of commercial and residential air conditioning and heating installations.

Irwin will be director of sales and promotion.

Gets Cooling Job

PINE BLUFF, Ark.—Air conditioning contract for the new Sears retail shopping center here went to Fagan Air Conditioning Co., Little Rock.

Outlook at Kelvinator--

(Concluded from Page 1, Col. 2)

improvement of the company earnings. This might call for a trimming, paring, and pruning of certain unprofitable operations and possibly an expansion of others."

Wolfson declined to elaborate because "I wish to make my suggestion first to Romney."

KELVINATOR HAS BEEN GETTING STRONG PUSH

Even without Wolfson's suggestions, however, American Motors is giving a strong push to its most profitable division, Kelvinator.

Joseph W. Lelivelt, manager of refrigerated products, has announced that nearly \$4 million worth of tools and equipment will be added to Kelvinator's main appliance plant in Grand Rapids, Mich. this year.

This will include a special

automated line for production of refrigerator outer shells, claimed to be among the first installations of its type in the appliance industry.

Lelivelt said the automation machine, costing more than \$725,000, represents the largest expenditure for one machine in Kelvinator's history.

The new 19-station welding and forming machine will occupy 150 ft. of floor space. It will produce all of the company's refrigerator models except the "Foodarama" and 24-in. models.

Already in operation are a new automatic styrofoam encasing process for insulating evaporators, new equipment for manufacturing roll-bond aluminum evaporators, and new aluminum anodizing equipment.

All of the new equipment will be operating by September.

Walter Jeffrey, Kelvinator

vice president and general manager announced that following the biggest January in Kelvinator's history, February billings to dealers showed a gain of 8% over the same month a year ago.

Romney declared, "We are proud of the consistent strength of our appliance business and of its recent improvement."

Speaking of Wolfson's recently reported active interest in American Motors, he said, "I expect to explore and consider any proposals he (Wolfson) may have. However, I would be strongly opposed to discontinuance of our automotive activities. There is increasing evidence that our pioneering of smaller cars for America is making steady progress."

He continued, "Based on my information, Wolfson has proved to be a successful investor in other enterprises and has strengthened the companies in which he has invested."

"His purchase of American Motors stock evidences belief on his part that he can capitalize on this investment because of the company's future possibilities. We share this viewpoint."

WOLFSON'S OTHER BUSINESS ACTIVITIES

Wolfson, who was prominent in the news during the past few years through his unsuccessful effort to take over management of Montgomery Ward & Co. and through dispute over his operation of the Capital Transit Co. in Washington, D. C. said his family have been sizeable stockholders in American Motors since its inception in 1954 and had held Hudson Motor Co. stock since 1952.

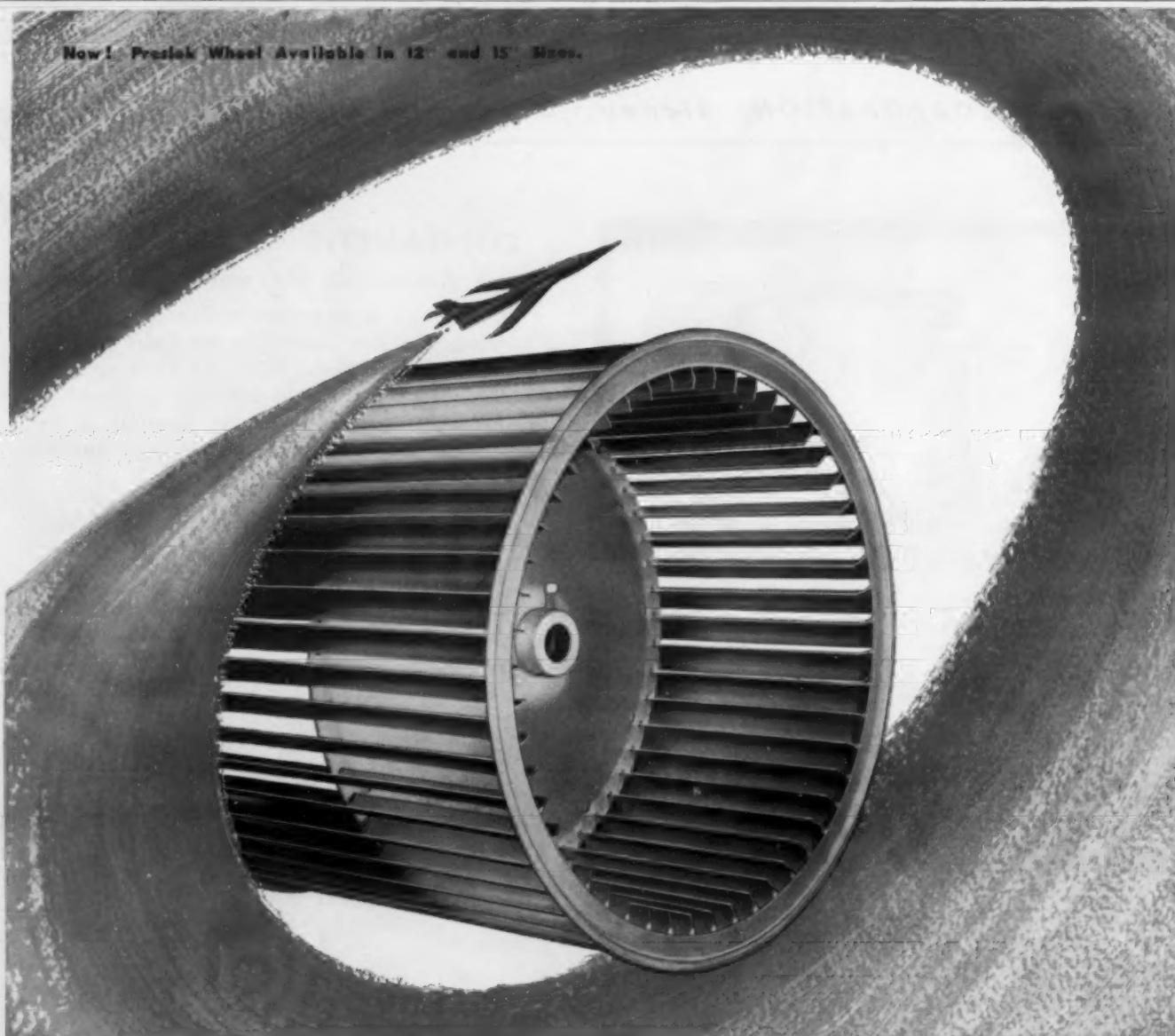
He stated, "After we discuss a program for the company, I expect Romney and I may explore the possibility of bringing new earning power into the company and thereupon reverse the loss trend and go forward on a profitable basis, thus utilizing the tax loss carry forward to the maximum benefit of the stockholders."

His statement referred to the fact that American Motors has lost money every year since its inception.

"I would like to emphasize at this time," he continued, "that my first and prime business devotion is to Merritt-Chapman & Scott. Speaking as an officer of Merritt-Chapman & Scott (he is chairman of the board and president), I will state categorically that no consideration has been given to the possibility of a merger between these two companies."

3 New Service Centers Opened by Wesco

SAN FRANCISCO — Three new Bay Area major appliance service centers have been opened in recent weeks by Westinghouse Electric Supply Co.



GIVE YOURSELF A SPEED 'MARGIN OF SAFETY'

Specify Preslok® Wheel... Guarantees 50% More Operating Speed



Are your modern air conditioning requirements calling for greater speeds, higher statics? Preslok is guaranteed to increase your operating speed maximums by at least 50%!

With Preslok, the center disc grips the blade mechanically by an exclusive Lau locking method. Four disc fingers slip into the blade aperture and are pressed together in locking position. Preslok eliminates ballooning at higher speeds... insures a quiet operation.

One more advance for Lau engineering. One more answer to the needs of original equipment manufac-

turers, made possible by superior Lau engineering and production skills.

The Lau engineering skills are available to the entire air-moving industry... and specifically to your business whenever you need them.

Perhaps your organization is confronted with a difficult air-moving problem right now. If so, why don't you call in Lau, who have pioneered so many advances in more than 25 years of service. Write Dept. M, today.

THE LAU BLOWER COMPANY

2007 Home Avenue, Dayton 7, Ohio

Also, California. In Canada: The Lau Blower Company of Canada, Ltd., Kitchener, Ontario

World's Largest Manufacturer of Air-Conditioning Blowers

3-57



Government-Industry Symposium--

(Concluded from Page 1)

offers a unique opportunity to explore many areas of common concern to Government and industry and should lead to an active program of mutual benefit."

WEDNESDAY MORNING SPEAKERS

McCoy will serve as chairman of the first morning session on Wednesday, April 3. Following registration starting at 9 a.m., the symposium will get under way at about 9:45 a.m. with an address of Welcome by Sinclair Weeks, Secretary of Commerce. Acceptance for the industry will be made by Cloud Wampler, chairman of the board, Carrier Corp., who is to speak on "Growth of the Industry."

Scheduled next is a talk by Franklin G. Floete, administrator of general services, who will discuss "Air Conditioning of Government Owned and Leased Buildings."

Following an intermission, Floyd S. Bryant, Assistant Secretary of Defense (Properties and Installations), will talk on "Air Conditioning of Military Installations" and J. G. Jewett, vice president, Prudential Insurance Co. of America, will speak on "A User's Viewpoint."

Final talk at this session will be given by John W. Macy, Jr., executive director, U. S. Civil Service Commission. He will discuss the subject, "The Importance of Physical Surroundings in Public Employment."

WEDNESDAY AFTERNOON SUBJECTS

After a luncheon, the Wednesday afternoon session will start at 2 p.m. with William H. Aubrey, vice president and sales manager, Frick Co., as chairman.

Speakers and their subjects are:

"Industry's Facilities and Programs," M. M. Lawler, vice president, Worthington Corp.; "The Government Problem in Air Conditioning and Industry's Assistance Required," Fred S. Poorman, deputy commissioner, Public Buildings Service; "Air Conditioning of New Construction," Leon Chatelain, Jr., president, American Institute of Architects; "Air Conditioning of Existing Structures," C. S. Leopold, consulting engineer.

THURSDAY MORNING SESSION

The morning session on April 4 will begin at 9:45 a.m. with a presentation by the session chairman, George S. Jones, Jr., managing director of the Air-Conditioning & Refrigeration Institute.

Next speaker will be John Haines, vice president, Minneapolis-Honeywell Regulator Co., whose subject is "The Economics of Air Conditioning." Conferencees will also hear talks by C. E. Sigety, deputy commissioner, Federal Housing Administration, and Richard P. Gaulin, mechanical engineer, Public Health Service. Sigety's talk will deal with "Housing" and Gaulin's with "Hospitals."

After an intermission, Roger W. Fulling of du Pont will make an industry presentation. This session will close with a summation by the chairman. Then comes a luncheon session.

PANEL PLANNED FOR THURSDAY AFTERNOON

Programmed for Thursday afternoon is a panel session. George R. Curtis, deputy director, General Industrial Equipment Div., BDSA, will be the chairman. William T. Smith, chief, Refrigeration & Air Conditioning Section, Directorate of Facilities Support, Headquarters, U. S. Air Force, will serve as the panel moderator.

Panel members will include James Morris, chief engineer of

repairs, Public Buildings Service, General Services Administration; George A. Grimm, chief, Utilities Div., Assistant Secretary of Defense, Properties and Installations; Cecil Boling, president, treasurer, and general manager, Dunham-Bush, Inc.; and R. K. Serfass, vice president, York Div., Borg-Warner Corp.

Agenda for the symposium was drafted by the joint Government-Industry Committee set up as a result of the recommendation of the Air-Conditioning & Refrigeration Industry Business-Defense Advisory Commit-

tee in January of this year.

Invitations to the symposium are being mailed from the Dept. of Commerce to both Government and industry invitees. The trade and general press will be invited also. Individuals in the industry who have not already received invitations may request them by writing to George R. Curtis, Business and Defense Services Administration, Dept. of Commerce, Washington 25, D. C.

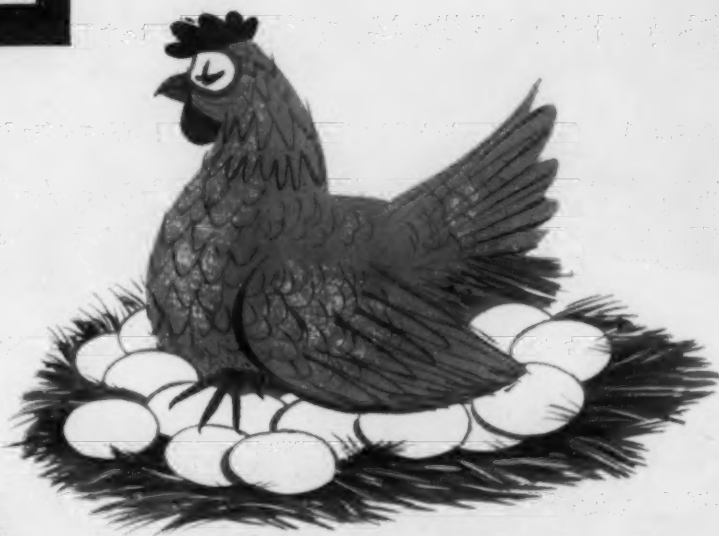
Persons planning to attend the symposium are advised to make early arrangements for hotel accommodations.

Western RSES Group To Meet March 29-31

PORTLAND, Ore.—An educational program will feature the annual meeting of the Western International Association of Refrigeration Service Engineers Society to be held here Friday, Saturday, and Sunday, March 29-31.

WIA represents RSES chapters in Idaho, Oregon, and Washington, and the province of British Columbia. Paul E. Darby, Tacoma, Wash., is the RSES international director for the WIA area.

TOO LITTLE ON TOO MUCH—



Get the "RIGHT SIZE" Brunner Condensing Unit for every Refrigeration job

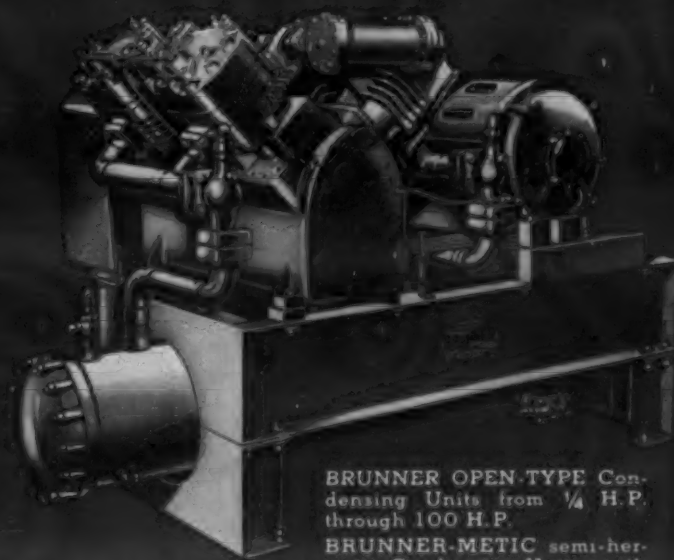
Getting the right size equipment for the job is important!

Brunner offers a complete line of Open-Type and Semi-Hermetic Condensing Units, in a wide range of sizes, to fit every refrigeration or air conditioning installation.

And remember... the Brunner line is backed by a coast-to-coast network of 186 Wholesaler Supply Depots.

Build more sales with Brunner in '57.

BRUNNER MANUFACTURING COMPANY, UTICA, N.Y.
The Brunner Company, Gainesville, Ga.
In Canada: Brunner Corp. (Canada) Ltd., Toronto, Ontario

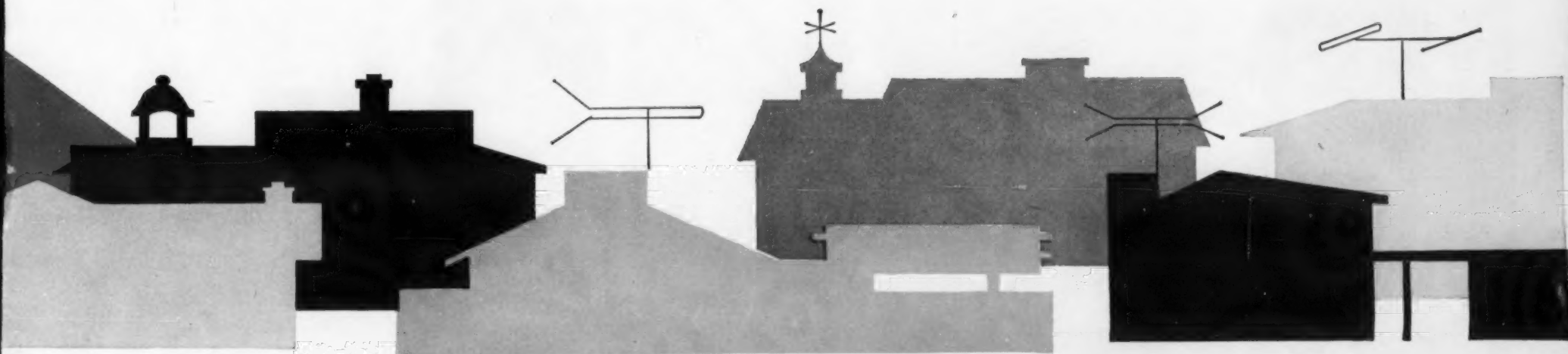


BRUNNER OPEN-TYPE Condensing Units from 1/4 H.P. through 100 H.P.
BRUNNER-METIC semi-hermetic Condensing Units available from 1/4 H.P. through 3 H.P.

BRUNNERIZE FOR DEPENDABLE REFRIGERATION AND AIR CONDITIONING

**There's no such thing
as an Average House**





Only Westinghouse gives you "Just Right" Air Conditioning for each home!

It's a fact! Cooling requirements differ from house to house. Size, style, exposure, local climate, number of inhabitants—and more, all make a difference. You'll find that Westinghouse—the only "Really-New" Air Conditioning line—gives you the *one best* unit for each of your customers—wherever you sell.

While competitors *try* to satisfy all customers with but 3 remote condensing units (2, 3, and 5 HP), Westinghouse gives you 7! With Westinghouse there's no "too much or too little" cooling capacity . . . you can close each sale with cooling that's "Just Right" for the job. And you can do it with profit, because "Just Right" cooling means *just right* pricing!

That's not all! New Westinghouse units are air cooled; install easily out-of-doors . . . combine with

any forced warm air heating system (using the same ducts). Deliver complete home air conditioned comfort automatically—at the touch of a finger tip. Finished in handsome beige and charcoal, they blend with any exterior decor. They're *whisper quiet* . . . exhaust air up and away from house . . . do not annoy neighbors or damage shrubs.

What's more, Westinghouse Dealers get—fast delivery, sales training, technical aid, finance plans, local advertising, sales promotion—and more. These are just a few of many reasons why a Westinghouse Franchise is so highly valued by leading contractors and dealers across the nation. For complete details write to: Westinghouse Air Conditioning Division, Dept. 1C18, P. O. Box 510, Staunton, Virginia.

J-80540A

YOU CAN BE SURE...IF IT'S

Westinghouse

AIR CONDITIONING DIVISION STAUNTON, VIRGINIA

Inside Dope

By GEORGE
F. TAUBENECK

(Concluded from Page 1, Col. 1)

2. Get all the facts before you try to meet lower prices;
 - (a) check the quantity figured by competition.
 - (b) check the quality figured by competition.
 - (c) check the service figured by competition.
3. Persuade customers to make allowance for differences in your specifications or service which justify your price.
4. Recheck your own estimates. Compare your quantities, qualities, and services to those of competition, and then you may want to re-figure. You could be wrong, you know.
5. Often the customer is bluffing. Double-check lower quotations he tells you about.

Maybe they aren't real. Many a false price quoted by a buyer never was quoted by competition.

6. Look for a "loophole" in a lower competitive price—it's nearly always there.

7. Insist on honest comparative specifications. Then your cut-price competition can be shown up as offering two apples for the fair price of three, instead of *vice-versa*.

8. Feature your exclusive gimmicks, along with special things you do for customers to keep them happy and satisfied.

9. Sell a *package*. By adding a service contract and guarantee, you can avoid product-price comparison by substituting an over-all *package* quotation.

10. Detect ways competition might be trying to chisel on the job, and expose them.

11. Give the buyer a healthy fear of cut prices. Cite examples and case histories of the sad

experiences of people who bought on price alone.

12. Sell your company and its reputation. Emphasize all the superior facts about your company—its history—its personnel—its experience. Give buyers a yardstick of CONFIDENCE. Remember, superior salesmanship can win over mere bidding and frantic chiselling.

13. Demonstrate the difference between price and value. Talk customer benefits instead of acting like you're running a bankruptcy sale.

14. Consider the ethics and future implications of cutting or not cutting your price. You may want to sell that customer again.

15. Don't get sore if, after all you've done, your client decides to buy on price alone. Make a good personal impression, and ask him to let you try for his future business. In other words, it pays to be a good sport.

Midway Humor

"If you are determined to break up your marriage, everything you two possess must be divided equally," cannily directed a veteran divorce court jurist.

"What happens to our three children?" soft-voiced the wife. Latter-day Solomon reiterated:

"Everything you own will have to be divided equally. . . ."

"C'mon home, Henry," she ear-snatched the wan husband. "We'll be back next year with a pair of twos, judge."

A North Adams, Mass. man who ran for city council revealed in six little words how not to win friends and influence people. His campaign expense account consisted of this frank statement:

"No contributions, no expenditures, no success."

Silent Suffering

Watching TV dramas, we've often wondered:

1. Why actors, when cut off at a critical point in a telephone conversation, always jiggle the phone cradle frantically despite the fact that they never (in the plays we see) get any response from the operator or the party at the other end.

2. Why actors, when pretending (in close-up shots) that they're driving an automobile, keep turning the steering wheel sharply one way and the other while conversing with a passenger. We get so worried that they'll be arrested for reckless driving that we can't concentrate on the dialogue.

Last Gasp

Flower vendor, when business was slow, put up this sign:

"This gardenia will make you feel important all day long."

Definition of Middle Age:

When all you exercise is caution.

"Payments on my new car," fellow was overheard, "keep me so strapped I don't need a safety belt."

"Deposit 25 cents, please," spoke the phone operator's trill.

"What?" roared a big man in a phone booth. "For 25 cents down in Texas I could telephone Hell."

"No doubt," she upped, "in Texas that would be a local call."

Early to bed and early to rise . . . and you'll meet very few of our best people.—*Ceramic Forum*.

Add Newspaper Boners

The only limitation on Ike's campaign activity will be a matter of taste and preserving the dignity of the presidency.—*Louisville (Ky.) Courier-Journal*.

A spokesman said about 6,000 persons a day have been visiting the big sideshow tent, about 20% of them convention delegates, and 80% of them people.—*Detroit News*.

This time Truman wet all out for Averill Harriman.—*Columbus Ledger*.

Forty per cent of the women in Iowa are overnight, says a nutrition expert.—*Sioux City Journal-Tribune*.

The widow, Mary, 78, was jailed on charges of resisting offers.—*Detroit News*.

"I'm glad you published those articles," Trondle said. "They have enabled me to find many not otherwise have been readily detected."—*Detroit Free Press*.

Love Thrives on Fertilizer.—*Portland Oregonian*.

Dag Reports Progress; Egyptian Jet Downed.—*Norfolk Daily News*.

Cargo Moved by Airline Up.—*New Orleans Item*.

Linens Are Offered For Outdoor Eating.—*New York Times*.

Steel Figure Will Address Concrete Men.—*Dallas Morning News*.

*Tame simmering 80's,
sizzling 90's with...*

twin cooling cycles

It's Mueller Climatrol's new, sensational 915 waterless air conditioner

Moderately warm or miserably hot—it's all the same to the new air-cooled Mueller Climatrol Type 915. Twin self-contained refrigerant systems deliver two-stage cooling for positive humidity control, more effective operation. Added to that, four-row deep condenser has 13% more face area than the average comparable unit . . . more than enough to beat heat even at mid-summer extremes.

And what other unit offers all these?

- Complete pre-assembly, with both refrigerant systems hermetically sealed, pre-wired, pre-charged and tested. Just plug it in — no need to install refrigeration lines, valves, controls or refrigerant.
- Large, six-blade condenser fan to provide abundant air flow and overcome prevailing winds.

• Unique condensate removal disc to dissipate moisture from cooling coil.

• Optional pre-fabricated duct kit.

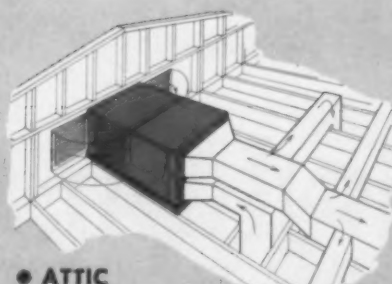
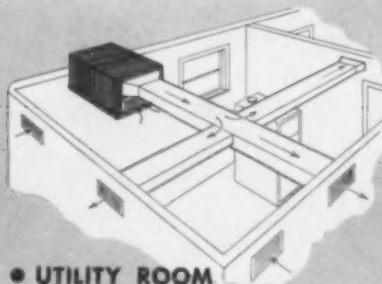
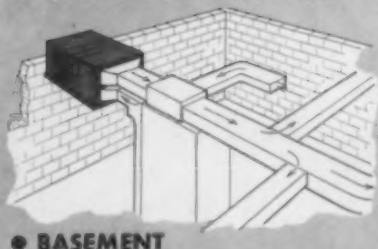
• Tough, rust-resistant finish bonded to phosphatized steel.

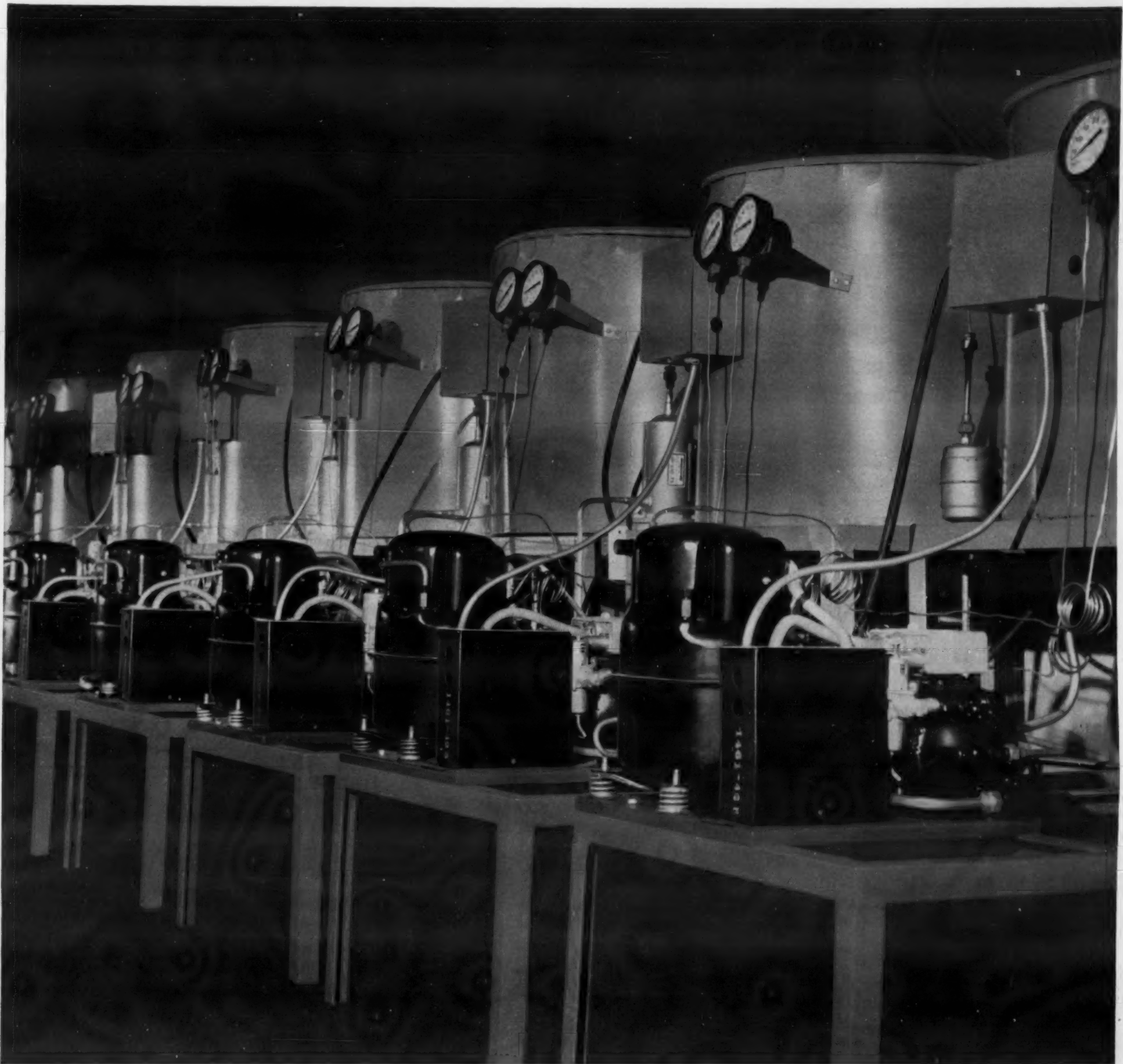
That's just the start — the complete story adds up to one of the quickest installing, easiest selling and hottest profit units on the market. To hear it in full, contact your man from . . .

Mueller Climatrol®

Dept. 37, 2056 West Oklahoma Avenue, Milwaukee 15, Wisconsin.

INSTALLS ANYWHERE—





WE MURDER COMPRESSORS TO PROVE DEPENDABILITY!

Yes, we're death on compressors to make sure our compressors will give long life for you. Here in Evansville, Indiana, in this modern Life Test Laboratory, we run compressors to death. They die hard because of the rugged dependability built into every unit.

It's a life and death struggle . . . compressor vs. its natural enemies: friction, heat, moisture and corrosion. Many of the component parts . . . the valves, pistons and motors have been tortured continuously for more than 4 years, or 20 years'

life in a normal air-conditioner.

LIFE TESTS PROVE QUALITY

The life test proves to us, as it has to many users, that Bendix-Westinghouse compressors perform efficiently far beyond the warranty period. Two things are responsible for this: (1) Our quality-control standards are not being surpassed anywhere; (2) the over-all experience of Bendix-Westinghouse in building compressors of all types cannot be matched.

We would welcome an opportunity to tell you about life tests and other research now going on to make Bendix-Westinghouse compressors the industry's leaders in rugged, dependable service. We'd also welcome the opportunity to quote prices and delivery on our complete line of hermetics ranging in capacities from $\frac{1}{4}$ to $7\frac{1}{2}$ H.P.

Write us for complete information and a prompt visit from one of our regional managers. Evansville Division, Evansville 11, Indiana. Export Sales: BENDIX INTERNATIONAL, 205 East 42nd St., New York, New York.

EVANSVILLE DIVISION of
Bendix-Westinghouse
Automotive Air Brake Company

For more information about products advertised on this page use Information Center, page 66.

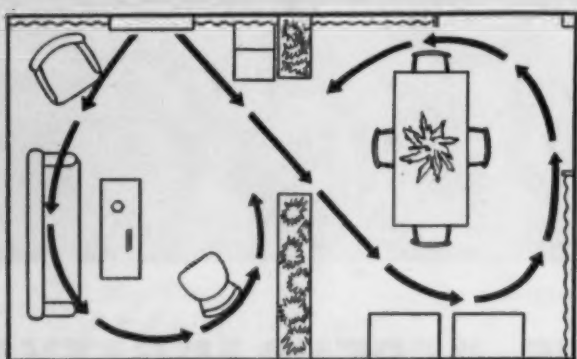
KELVINATOR WITH TWO-DIRECTIONAL COOLING

1957's Greatest Merchandising Feature

**Southern Markets Report Dealer Retail Sales
of New 1957 Kelvinator Air Conditioners . . .**

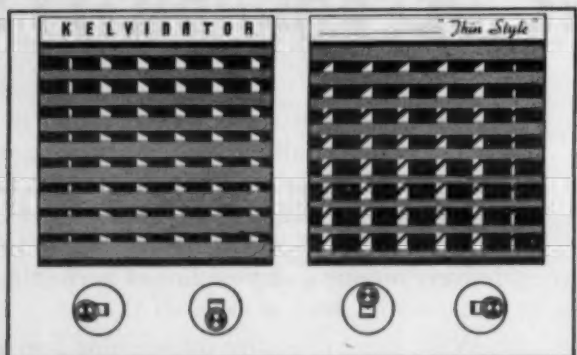
RETAILERS SOLD 3 TIMES AS MANY THRU MARCH 1ST AS IN 1956!

**Convincing Proof of Customer Endorsement of Kelvinator's
New Models, New Styling, New Pricing and Great New Feature**



WHAT IT DOES

Flick the control knobs and, with Kelvinator Two-Directional cooling, the cold air stream from the left-hand louvers can be directed into the living room while the right hand air stream is poured through the doorway into the dining room beyond.



HOW IT WORKS

Horizontal louvers can be rotated up or down to direct either or both streams of air at the height desired.

Vertical louvers can be rotated far to the right or left to focus either or both streams of air in the direction desired.

TWO-DIRECTIONAL COOLING

**that Cools Two Rooms
at the Same Time with
One 1957 Kelvinator
Air Conditioner!**

***Kelvinator* MEANS BUSINESS**

Division of American Motors Corporation, Detroit 32, Mich.

OUT-DEMONSTRATES...OUT-PERFORMS ALL OTHERS

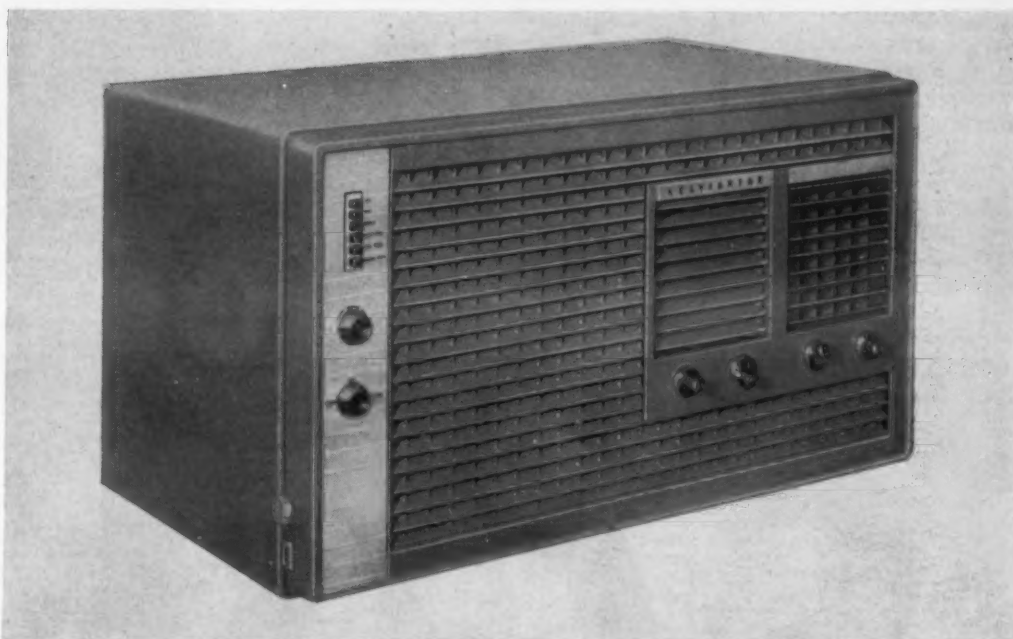
A Model to Fit Every Sales Opportunity

KELVINATOR "THIN-Style" MODELS

with **TWO-DIRECTIONAL COOLING**
INSTALL IN THE WINDOW OR
THROUGH THE WALL

Every one of the slim and elegant new "THIN-Style" models has Two-Directional cooling, thermostatic control, 3-speed blower, fresh air and exhaust vents, replaceable Fiberglas filters. New Kelvinator "THIN-Style" models install in the window or through the wall. They extend only 2½" into the room if wall mounted; outside overhang is kept to a minimum.

"THIN-Style" Model RCG-109WS 1 H.P., 115 Volts
"THIN-Style" Model RCG-109W 1 H.P., 230 Volts
"THIN-Style" Model RCG-159W 1½ H.P., 230 Volts



KELVINATOR CUSTOM MODELS

with
TWO-DIRECTIONAL COOLING

All Custom Models mount flush with the window sill. Thermostat and fan switch are combined in a single simple dial control. Replaceable Fiberglas filters.

CUSTOM LINE MODELS

Model RCG-78RS ¾ H.P., 7½ Amp., 115 Volts
Model RCG-108RS 1 H.P., 11.2 Amp., 115 Volts
Model RCG-158R 1½ H.P., 230 Volts
Model RCG-108R 1 H.P., 230 Volts

3 NEW 115 VOLT MODELS

¾ H.P. 7½ AMP.
115 Volt Custom Model
1 H.P. 10.8 AMP.
115 Volt "THIN-Style" Model
1 H.P. 11.2 AMP.
115 Volt Custom Model

BIG NEW 1957 TRAFFIC BUILDER KELVINATOR DELUXE 1 H.P.

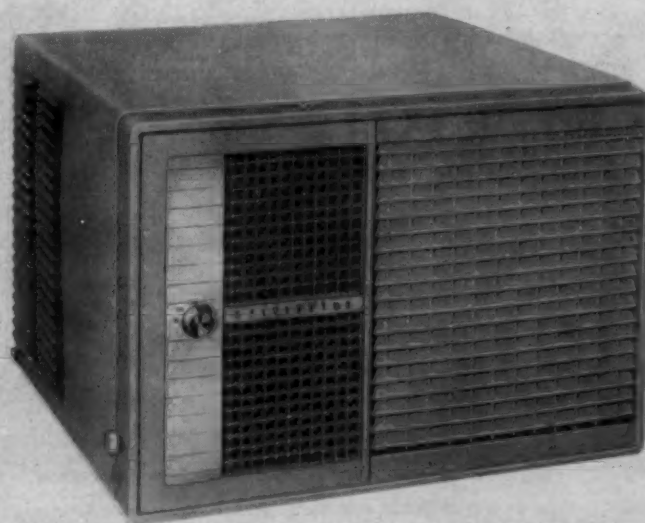
Priced and Styled for Big Volume

YES, HERE'S THE VALUE THAT WILL
BRING THEM IN!

Here is a price leader with terrific appeal. It's a big deluxe 1 H.P. unit priced as low as many so-called "Bargain" ¾ H.P. models. Feature it in your win-

dow, on your floor, in your advertising. It is an easy step-up from this to your top feature models with a world of extra profit opportunity.

BIG COOLING CAPACITY AT A LOW, LOW PRICE



**ALSO — CUSTOM MODELS FOR CASEMENT WINDOWS — POWERFUL NEW
2 H.P. MODELS FOR LARGE HOMES, OFFICES, STORES AND SMALL SHOPS!**

GOOD BUSINESS



FOR YOU!

Kroeschell Engineering Ups R. A. Kroeschell to Chairman

CHICAGO—The directors of Kroeschell Engineering Co., Chicago air conditioning, refrigeration, and heating contractor, announce the election of Robert A. Kroeschell as chairman of the board, succeeding Arnold H. Goelz, who will continue as treasurer and director of the firm.

Other officers and directors re-elected were Paul H. Kroeschell, president; Hans A. Stade, executive vice president; and V. Ferson, secretary. Also re-elected vice presidents were William Christmann, Harry Coesfeld, Thomas McCarthy, and John LeComte.

Appointed project engineers were Raymond Stille, James Baker, Leslie Vinge, Robert Mueller, George Forgue, Alfred Koglin, Jerry Ocheltree, and Malcolm Derby.

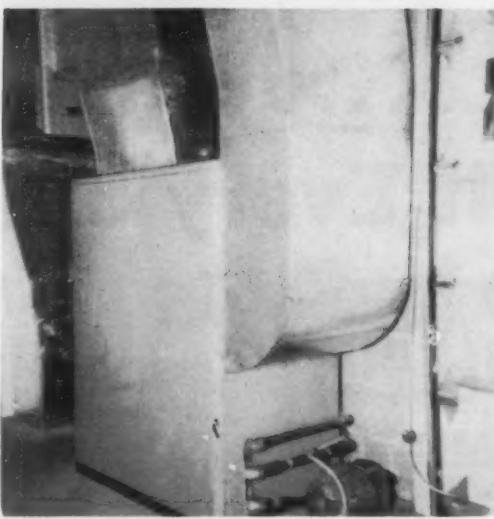
New Hotel-Motel Offers Individual Room Conditioning

NORWALK, Conn. — New Treadway Inn, a combination hotel-motel similar to that of the same name in Rochester, N. Y., with room controlled air conditioning opened here recently.

First wing, which opened Feb. 24, is designed essentially for travelers. It consists of a 75-room, two-story, white brick, structure with dining facilities and cocktail lounge, it was disclosed.

Foundations are laid for a second wing to be added early next year. This will embrace large ballroom, dining, and function rooms making it a center for community activities, the management of the inn reported.

Use Brandes Perimeter Baseboard Outlets for Cooled Air



HEATING-COOLING plenum of 3-ton Frigidaire package unit and 125,000 B.t.u. Janitrol furnace located in the garage at the rear of the Belleville, Ill. house is shown above.



ALL ductwork is permanent part of the concrete foundation, consisting of cardboard-asphalt pipe. It runs from the garage heating-cooling units to a plenum in the exact center of the floor.

NOW IT CAN BE

SOLD

Dealers have found that one of the biggest drawbacks to sales of residential heating-cooling combinations is the problem of *noise*. Now progressive manufacturers are supplying dealers with larger units equipped with Utility's new "Big Boy" Direct Drive Blowers. "Big Boy"—a burly brute of a fan—is packed with *quiet* power that proves this equipment *can* be sold when it has the added sales appeal of silence.

With airflow capacity great enough to handle up to 125,000 BTU—3-ton heating-cooling combinations, "Big Boy" delivers approximately 1,400 to 1,500 CFM at a static pressure of 0.80" WG. It's the most quietly powerful direct drive blower now available.

Utility was first with a line of silent direct drive blowers with Neoprene hubs. Now Utility is first again! Here is a silent direct drive blower with Neoprene hubs and super-quiet permanent split capacitor motor. Why not get together with your manufacturer on the proposition that silence is a golden opportunity for increased sales—for him, for *you*? Remember only Utility's "Big Boy" Direct Drive Blower gives your equipment the power it needs *and* the silence that sells it.

Check with Utility for blowers and blower parts in any combinations. You'll find that...

YOU CAN'T MATCH UTILITY FOR PRODUCT AND PRICE!

UTILITY FAN CORP.

911 East 59th Street, Los Angeles 1, California

Manufacturers of heavy and standard duty blowers for heating, air conditioning and ventilating installations. Producers of blowers and blower parts for original equipment manufacturers. Write for catalogue data.



A DIVISION OF UTILITY APPLIANCE CORP.



Garage-Remoted Units Provide Year-Round Home Conditioning

BELLEVILLE, Ill. — Both heating and cooling in a seven-room residence here are provided through Brandes perimeter baseboard outlets, in an experiment which worked out successfully for Lee Kiefer, L. H. Kiefer Sales and Service, Frigidaire air conditioning dealership here.

This was the first time that Brandes perimeter baseboard outlets had been used for introducing cooled air, as well as heated air, according to Kiefer, who worked out the system with the architect before the installation.

It was felt that combining heating and air cooling through the same ductwork would provide for more even, effective cooling of the home during Belleville's exceptionally hot summer weather. It was also felt that considerable expense could be saved in thus unifying the two systems.

A 3-ton Frigidaire package unit and a 125,000 B.t.u. Janitrol furnace were located in the garage at the rear of the house. Air travels as much as 50 ft., but since the system is pressurized, distribution has been excellent, according to Kiefer.

All of the ductwork was made a permanent part of the concrete foundation of the building and consists entirely of cardboard-asphalt pipe. It runs from the heating and cooling units in the garage into a plenum in the exact center of the floor.

Asphalt cardboard run-off ducts radiate spider-fashion out to the 16 Brandes automatic-damper-equipped baseboard outlets.

There are thus 16 boxes built into the wall at floor level to provide an even, smooth floor of air at 16 points through the house.

Operating in connection with the Frigidaire ACB unit and the Janitrol furnace, is a "Dura-Tube" ceramic-coated heat exchanger in the supply duct.

Both cooled and heated air rise evenly throughout the perimeter outlets, Kiefer has found. The system, having already operated through one winter and one summer, has proven more than adequate for cooling and heating the seven-room house.

American Coils Ships Heat Pumps Within 2 Symposiums To Lead ASHAE's 48 Hours After Moving Into New Plant Murray Bay Meeting June 24-26

FARMINGDALE, N. J.—Improved production facilities made it possible for American Coils Co. to make recent first shipments of heat pumps and air conditioners from its new plant a full 30 days ahead of schedule, Michael Parcaro, American Coils president, announced.

The first shipment, an ACI-H-100 heat pump, left the new plant less than 48 hours after the company completed the move from its former Newark, N. J. headquarters early in January. It was sent to Graves Bros. Refrigeration in Tampa, Fla.

Immediately following this, 14 air conditioners, ranging in size from 5 to 10 hp., were shipped to Brunner Mfg. Co. American

Coils manufactures Brunner units under contract.

Parcaro attributed the cut in the schedule to the new plant's modern design and facilities. He singled out a novel electrical bus duct system as the biggest contributor to the rapid production start-up. This system is designed to allow machinery to be plugged in at any location within the manufacturing area. This made it possible for production to go ahead while the building was still being finished.

Ground was broken for the modern, 63,000-sq. ft., single story office and manufacturing building last July. The building is fully air conditioned for both winter and summer by American Coils made heat pumps, the company said.

NEW YORK CITY — The semiannual meeting of the American Society of Heating & Air-Conditioning Engineers will be held June 24-26 in the Manoir Richelieu, Murray Bay, Que., Can., with presentation of papers and two symposiums planned for the three-day meeting.

One of the symposiums is on air conditioning instrumentation and it will be moderated by Prof. C. H. Pesterfield, East Lansing, Mich. The other, a symposium on sound and vibration, is to be moderated by J. B. Graham, Buffalo.

It is the intention of the Program and Papers Committee, (Walter A. Grant, Syracuse, N. Y., chairman), that approximately 14 papers will be in-

cluded in the program. According to present plans, one set of papers covering the subject of sound, may be scheduled for a session prior to the symposium on sound and vibration.

The Montreal Chapter Committee on Arrangements, under the general chairmanship of D. Lorne Lindsay, is planning a number of special events for the lighter side of the meeting. The annual ASHAE golf tournament, the semiannual banquet, and other entertaining events will be on the program.

Working with Lindsay are assistant chairmen W. G. Hole, H. G. S. Murray, B. J. Horsburgh, and R. J. Ker. The honorary chairmen are F. A. Hamlet and G. Lorne Wiggs. Montreal Chapter members in

charge of particular phases of the arrangements are W. W. Timmins, reception and registration; A. E. Horsburgh, ladies; Leo Garneau, transportation and hotel reservations; Ralph Grossman, finance; G. W. Martin, entertainment; and A. Williams, sessions.

Southern Idaho Sales Spurt Seen as Natural Gas Comes

BOISE, Idaho—First natural gas deliveries have been made to customers in southern Idaho, Intermountain Gas Co. reports.

Service has been established, and within the next few months thousands of new customers will be on line in Boise, Buhl, Filer, Georgetown, New Plymouth, Payette, Soda Springs, and Twin Falls.

The company is reported carrying on an aggressive campaign, contributing to what "will be busiest selling year."

eclipse that solar heat with

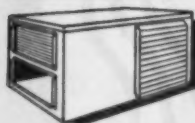
Coleman
air conditioning

priced for every house under the sun

More prospects! This year air conditioning can pay off bigger and handsomer than ever before! New low Coleman prices put air conditioning within the reach of virtually every homeowner.

Most versatile cooling line on the market! Choice of packaged remote systems... or the revolutionary new Polar-Pak waterless self-contained system... available for every size and type heating system... for every budget.

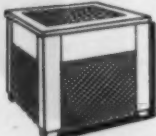
Coleman POLAR-PAK



All-new waterless self-contained system.

the ONLY unit of its kind that ventilates as well as cools! Installs anywhere indoors—or outdoors!

Choice of Remote Systems



New economy AIR COOLED condenser. No plumbing.



Exclusive "AIR-MIST" finest condenser money can buy! Proved the most cooling power at LOWEST operating cost.

THE COLEMAN COMPANY, INC., WICHITA 1, KANSAS

ACR-73



YOUR COLEMAN AIR CONDITIONING DISTRIBUTOR IS LISTED IN ADJOINING COLUMN... GET IN TOUCH WITH HIM!

Coleman air conditioning DISTRIBUTORS

- ALABAMA—Alabama Appliance Co.
First Ave. N. at 13 St., Birmingham
- ARKANSAS—Gunn Distrib. Co., Inc.
1801 E. 22nd St., Little Rock
- CALIFORNIA—The Coleman Co., Inc.
6480 Flotilla St., Los Angeles
The Coleman Co., Inc.
250 Sylvester St., So. San Francisco
- COLORADO—B. K. Sweeney Co., 1601 23rd St., Denver
- CONNECTICUT—Roskin Distrib., Inc.
275 Park Ave., East Hartford
- D. C.—Noland Co., Inc., 136 K St., N. E., Wash.
- FLORIDA—Eckles Distributors
1707 Industrial Blvd., Jacksonville
J. D. Johnson Co., 16 W. Gregory, Pensacola
I. W. Phillips & Co., P. O. Box 400, Tampa
- GEORGIA—Appliances, Inc., Box 1612, Atlanta
- ILLINOIS—The Coleman Co., Inc.
2201 So. Darst St., Peoria, Ill.
Robert Barclay, Inc., 1234 W. Fulton, Chicago
- INDIANA—Great Northern Distrib., Inc.
1117 Maumee, Fort Wayne
Central Supply Co., 210 S. Capitol, Indianapolis
Great Northern Distrib., Inc.
209 College St., South Bend
- IOWA—Midwest-Timmermann Co.
114-116 Western Ave., Davenport
Sidle Co., 8 Seventh St., Des Moines
- KANSAS—Coleman Heating & Air Conditioning Co.
P. O. Box 2060, Wichita
- KENTUCKY—Valley Distrib. Co., 912 Baxter, Louisville
- LOUISIANA—Walther Bros. Co., Inc.
1722 Paydras at Willow St., New Orleans
- MAINE—Nelson & Small, Inc., 68-78 Union, Portland
- MASSACHUSETTS—Bigelow & Dowse Co.
2nd Ave. & A St., Needham Heights
- MICHIGAN—Semmler Wholesale Supply Co.
5100 St. Jean, Detroit
- MINNESOTA—Kelley-Haw-Thomson Co.
309-349 S. 5th Ave., W., Duluth
- MISSOURI—Coleman Htg. & Air Cond. Co.
1219 Union Ave., Kansas City
Hollander & Co., Inc.
3900 W. Pine Blvd., St. Louis
General Wesco Distrib. Co.
P. O. Box 271, MPO, Springfield
- MONTANA—Marshall-Wells Co., Box 2092, Billings
- NEBRASKA—Sidle Co., 7302 Pacific St., Omaha
- NEW MEXICO—Albuquerque Lumber Co.
501 N. First St., Albuquerque
- NEW YORK—Roskin Bros., Inc.
1827 Broadway, Albany
Lee Distrib. Co., 845 Washington St., Buffalo
Jericho Distrib., Inc., Route 25, Centereach, L.I.
Sey-Ber Distrib. Co., Inc.
104 W. Division St., Syracuse
- NORTH CAROLINA—Southern Appl., Inc.
P. O. Box 2096, Charlotte
- NORTH DAKOTA—Minot Coleman Distrib.
Box 969, Minot
- OHIO—Miami Valley Distrib., 8 N. Keowee, Dayton
Hughes-Peters, Inc., 1128 Sycamore, Cincinnati
Shuler Distrib., 2114 Woodland Ave., Cleveland
Hughes-Peters, Inc., 111-17 E. Long, Columbus
The Joseph B. Smith Co., 1945 Franklin, Toledo
- OKLAHOMA—Paul W. Davis Co.
825 N. W. 2nd, Oklahoma City
- OREGON—Western Utilities Supply Co.
1905 N. Williams Ave., Portland
- PENNSYLVANIA—The Coleman Co., Inc.
133-43 W. Hunting Park Ave., Philadelphia
L/H Appliance Wholesalers
930 Manchester Ave., Pittsburgh
- RHODE ISLAND—Lenz-Knight Co., Inc.
200 Conant St., Pawtucket
- SOUTH DAKOTA—L. C. Lippert Co.
506 S. Cliff Ave., Sioux Falls
- TENNESSEE—Indoor Comfort Distrib.
520 Van St., N. W., Knoxville
Forsyth-Williams, Inc.
34 N. Lauderdale, Memphis
- TEXAS—Amarillo Hardware Co.,
600 Grant St., Amarillo
Paul Davis Co., P. O. Box 10102, Dallas
W. G. Walz Co., 500 San Francisco St., El Paso
South Texas Appl. Corp.
641 S. Flores St., San Antonio
Warren Distrib. Co., 205 Velasco St., Houston
- VIRGINIA—R. F. Trant Distrib. Corp., Box 300, Norfolk
- WASHINGTON—Western Utilities Supply Co.
P. O. Box 3524, Seattle
Hughes & Co., Inc.
South 119-123 Howard St., Spokane
Marshall-Wells Co., 131 E. Main St., Spokane
- WEST VIRGINIA—Van Zandt Supply Co.
1123 Fourth Ave., Huntington
- WISCONSIN—Wisc. Heating Distrib.
4715 N. 32nd St., Milwaukee

A decorative arrangement of seven five-pointed stars. Three are solid black and four are light gray, scattered around the headline.

Which is the best way to air condition a house?

That depends on the house. The size, the type of architecture, the kind of heating plant, and the climate can make a big difference.

No one way is best for all houses. That's why Carrier has such a wide selection of residential air conditioning and heating equipment. For example, the six ways shown on the opposite page are only a few of the many choices a Carrier dealer can offer his prospects. He can sell the one that best fits his prospect's needs.

Carrier dealers are better informed on installation techniques, too.

Would you like to be a Carrier dealer? Call your nearest Carrier distributor.

Or write Carrier Corporation, Syracuse, New York.



It's time to call Carrier. You'll find your Carrier distributor's name in the Classified Telephone Directory.

For more information about products advertised on this page use Information Center, page 66.



For new construction you can recommend a Carrier Year-round Weathermaker.* This one is for large homes, the one at the right is for smaller homes. They supply cooling up to 7½ tons, heating from 84,000 to 152,000 Btu/hr output. Gas or oil fired, air or water cooled. Both heating and cooling regulated by one control.



To replace old furnaces you can convert your prospects to cooling and heating with a single Carrier Year-round Weathermaker. It takes no more space than the old furnace and in most cases can be connected to the same ducts. Controls and electrical connections are pre-assembled for fast installation and service.



To add summer cooling to warm-air heating systems in good condition, you can offer this Carrier Summer Weathermaker. No extra floor space required. It is shown below a downflow furnace, but there are models for all type furnaces. Air-cooled refrigeration section locates outdoors. Capacities from 2.1 to 4.8 tons.



For houses with furnaces in attic or crawl space you can add this special Summer Weathermaker to a horizontal furnace. It uses the same circulating fan, filter and ductwork as the furnace. There are also models of Summer Weathermakers for houses with steam heat or hot water heat or no central heat at all.



For heating only but with the opportunity to add cooling at a later date, you can sell the Carrier Winter Weathermaker—the furnace with a future. Thermostat, fan and cooling coil casing are all set for the addition of cooling. 37 models available in gas and oil fired types and for upflow, downflow and horizontal applications.



For cooling one or two rooms, offer your prospects a Carrier Room Weathermaker. This is the new Console Room Weathermaker—with the slim silhouette. Doesn't block light or view. 25 models of Carrier Room Weathermakers for in-the-window installation. Carrier Room Air Conditioners have highest BTU capacity.

*Reg. U.S. Pat. Off.

Appliance Store Opens 2 States Study Natural Gas Heating Additions to Codes

JACKSONVILLE, Fla.—With Jack Dailey as manager, the seventh McDuff Appliance Store has opened here at 1919 Kings Rd.

PORTLAND, Ore.—New heating sections of building codes are in the study stage of most cities in Washington and Oregon that now have new natural

gas service, A. O. Leach, engineer for the Portland Gas & Coke Co., reported here recently. The cities of Vancouver,

Pasco, and Bellingham, in Washington, have already adopted heating codes applying to natural gas equipment, he further indicated in the announcement of the state's action.

Komroff Predicts 115-V. Room Units To Capture 70% of Potential Market

PHILADELPHIA — A prediction that the future will bring window air conditioners "with built-in electrostatic filters, ozone lamps, deodorizers, and oscillating grilles" was made here at a recent meeting of the local American Society of Refrigerating Engineers section.

In addition, Paul Komroff, chief engineer of Quiet-Heat Mfg. Co. said he believed window units would have nameplate ampere ratings instead of horsepower and B.t.u.h. rating per amps instead of horsepower with high power factor and low operating costs.

Komroff has worked on development of window air conditioners since 1934 and is considered one of the pioneers in the use of hermetic units replacing open-type compressors. He stated that "the ¾-hp., 7½-amp, 115-v. and 1-hp., 12-amp, 115-v. units are rapidly attaining 70% of the potential market." Future of the ½-hp. unit appears to be in the through-the-wall type of applications, he remarked.

Claiming that 208-230 v. window air conditioners will be "a minor part of the market," Komroff predicted the split phase and capacitor start and run motor "will be replaced with high speed two-pole motors."

Today, he continued, 10 parts of a window unit which formerly required 20 lbs. of steel plus finishing time, "is now being made out of 7½ lbs. of plastic with no extensive finishing time needed."

Utility Reports Area Dealers Central Unit Sales Doubled In '56

WICHITA, Kan. — Appliance dealers in southeastern Kansas sold 614 central system air conditioners during 1956, more than doubling their sales of 1955, the Kansas Gas & Electric Co. reported recently.

At the same time, the dealers in the utility's territory sold 7,760 room air conditioners, a 3.4% increase over the preceding year.

For 1956, their sales of electric clothes dryers jumped 21.6% while gas clothes dryer sales dropped 14.6%. Electric units outsold gas by a ratio of six to one.

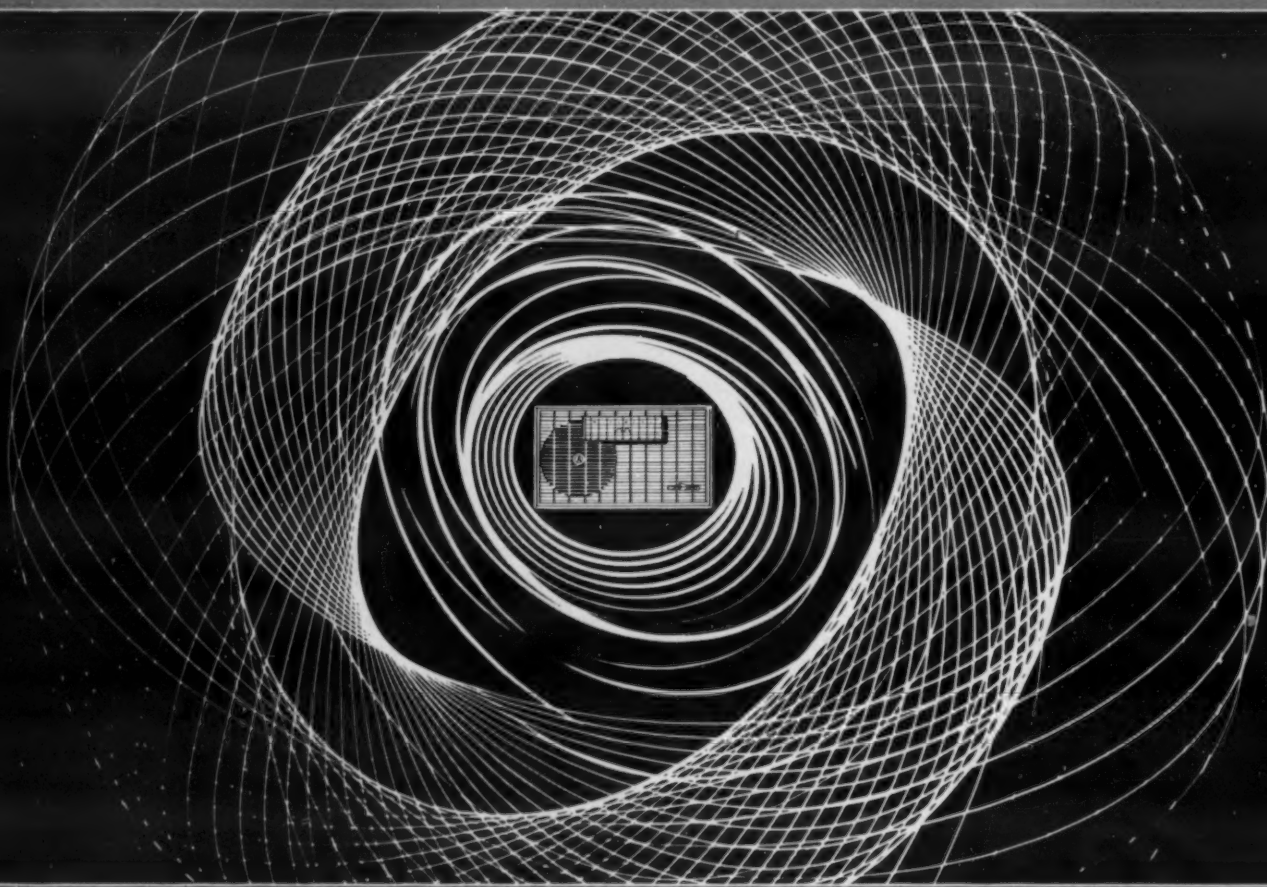
Garbage disposer sales gained 17%, home freezers 8.6%, automatic washers 8.5%, dishwashers 5.7%, and electric ranges 2.3%. Refrigerator sales slumped by 6.3%, conventional clothes washers by 13.9%, and ironers by 20.9%.

To the utility's approximately 150,000 residential and rural customers, the dealers sold 8,562 refrigerators, 2,988 home freezers, 4,504 electric clothes dryers, 4,509 electric ranges, 11,346 automatic washers, 2,507 conventional washers, 377 ironers, 1,093 garbage disposers, and 536 dishwashers.

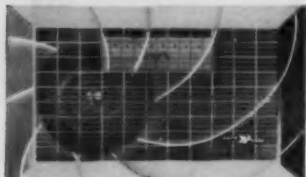
Weber Omits Dividend

LOS ANGELES — Weber Showcase & Fixture Co., Inc. has omitted its dividend on common stock for the first quarter.

WITH ROTO CONE COOLING...



MITCHELL again obsoletes all other room air conditioners



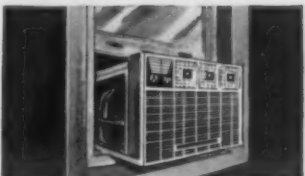
MITCHELL obsoletes all existing concepts of air conditioning...with Roto Cone. Now you can sell air conditioning's most brilliant advance in a decade...the air conditioner that cools 21% faster.



MITCHELL'S Pancake is lower, thinner, more versatile. Measures a mere 15" high, 15½" deep and 32" wide, with no side levers. Advance design slide-out chassis provides unlimited application.



MITCHELL'S 12 new low amp air conditioners feature big cooling capacity and up to 40% savings on electricity. Available in "Sill", "Thin", "Thin and Low", and "Casement" styles.



MITCHELL features deluxe Ultra-Thin versatility. Takes 54% less space...fits flush inside or outside with the exclusive Mitchell interchangeable slide-out chassis in identical ¾ HP, 1 HP and 1½ HP cabinets.

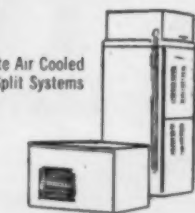
MITCHELL RESIDENTIAL AND COMMERCIAL PACKAGED UNITS

65 new products
65 new profit opportunities...



2, 4 HP "Compax" Air Cooled Self-Contained Packages

2, 3, 5 HP Remote Air Cooled Split Systems



2, 3, 5 HP Store Coolers and Residential Add-On Units Air or Water Cooled

Write today for your invitation to profits:
Robert H. Lodge, Sales Manager
Packaged Air Conditioner Division, Mitchell Manufacturing Co.
Chicago 45, Illinois

MAKE BIG MONEY IN 1957—CALL YOUR MITCHELL DISTRIBUTOR



MITCHELL...The World's Finest...Most Complete Line of Room Air Conditioners.
Call your Mitchell Distributor now! Make big money in 1957 with Mitchell—leading the imaginative independents of the Appliance Industry.

MITCHELL MANUFACTURING CO. A division of the **CORY Corporation** • 3200 W. Peterson Avenue, Chicago, Illinois
IN CANADA: 19 Waterman Avenue, Toronto IN MEXICO: Mitchell-American, 78 Orinoco, Gral. Anaya Mex. D.F. Copyright 1957, Mitchell Mfg. Co., Chicago, Ill.

Says Contractor Needs Efficient Management To Survive

Overhead Covers Fixed, Fluctuating Items Not Directly Allocated

MIAMI BEACH, Fla. — "If your overhead does not get into your estimate, it will not get into your bid, and if it isn't in your bid, it won't get into your income," warned C. C. Morris of the Florida Institute of Certified Public Accountants.

Addressing the Refrigeration & Air Conditioning Contractors Association at its annual convention in the Balmoral hotel here, Morris added, "failure to understand and recognize the fact that the contract obtained must cover all of the direct costs and overhead plus a reasonable margin for contingencies and profit, is asking for it—and it won't be long delayed."

Using Flat Percentage 'Shows Little Knowledge'

Morris indicated that the practice of using a flat percentage of direct cost for overhead in bidding shows little understanding of the nature of overhead.

Overhead, he explained, includes all costs of every nature incurred in the operation of a business that cannot be directly allocated to specific merchandise or constitute a direct cost of a specific contract.

It includes all sales, administrative, buying, and estimating expenses, even down to include the income tax paid on profits or earnings.

General Classifications

Overhead falls into two general classifications, he continued. One is the fixed items that are not materially affected by volume. These include rent, depreciation, property taxes, and administrative salaries.

The other is those items that fluctuate with volume such as office expense, light and power, supervisory salaries, delivery expense, and interest paid on financing.

"The effect of fixed overhead items, as a percentage of sales or contract income can vary more widely on low volumes than on high," Morris said.

'Variable Items Follow Volume Pattern'

"The variable items follow the volume pattern reasonably well though volume is not the sole control of them."

Morris continued, "With the increasing difficulty in obtaining financing, the advancing cost of money, sharper and more vigorous competition, union activity and demands, the requirements for efficient management have become imperative if the business is to survive.


"This is true in all fields, though contracting is always one of the first affected.

"To survive under present conditions, failure to maintain a program of aggressive management, efficient records, and a full understanding of the interpretation of those records, particularly overhead items, to project trends and budget expense, is to invite disaster.

"Put the finger on your ac-

countant," he advised, "to help determine and interpret costs." In reply to a question, Morris

He concluded, "Determination of overhead ratios requires a great deal of analysis of accounting records. There is no magic formula for everyone. Each business must be analyzed and ratios developed in the light of that analysis. While such accounting services appear to be expensive, the results of a good job can save a business from going broke."




MITCHELL

offers you No. 1

market position

with air conditioning's

No. 1 Deal!






ROTO 360° CONE

NOW! Only Mitchell has ROTO CONE 360° Sweep Air Delivery!

- * Eliminates cold "clammy" feeling characteristic of ordinary air conditioning.
- * Conditions without chilling . . . no more layers of stagnant air.
- * Customizes the unit to the installation's air requirements.

MITCHELL MANUFACTURING CO. A division of the **CORY** Corporation
3200 W. Peterson Avenue, Chicago, Illinois • Leading the creative independents to give you more!
IN CANADA: 19 Waterman Avenue, Toronto IN MEXICO: 78 Orinoco, Gral. Anaya Mex. D.F.

Mitchell gives you everything it takes to make real money in air conditioning. In accepting it, you place yourself in the finest competitive position in your trading area. It is well worth noting that Mitchell dealer prices are already super-competitive. This offer is the clincher that puts you in full command!

1. Purchase any three units from the distributor at regular price, so long as one 1957 Roto-Cone—The world's most advanced room air conditioner—is included and you are eligible for the hottest deal in air conditioners.
2. You save approximately \$90.00 on the package which may then be applied to the other Mitchell units to give you the buying deal that makes your retail offer sizzle. You are in no way limited to the number of packages you may purchase before April 1st—when this offer expires.

CONTACT YOUR MITCHELL DISTRIBUTOR

Copyright 1957, Mitchell Mfg. Co., Chicago, Ill.

Call your distributor now or mail this coupon!

Mitchell Mfg. Co., 3200 W. Peterson Ave., Chicago, Illinois
Let's have the facts on Mitchell's 1957 Air Conditioning deal. Ask our distributor to call immediately.

Dealer Name _____

Address _____

City _____ State _____

Phone _____

FLY HIGH
IN '57
WITH

Westinghouse

GUARANTEED

1. BUY 20

Westinghouse Air Conditioners
by April 1, 1957 and

WIN A "TWIN TRIP!"



Visit not one, but *two* of the world's most fabulous resorts! Spend sun-filled days in San Juan, Puerto Rico *plus* St. Thomas in the Virgin Islands! Or enjoy colorful Acapulco, Old Mexico *plus* the gay international life of Mexico City! Every 20 units through April 1 win you an additional Twin Trip. And, you can win Twin Trips for additional units right through August 30!

NEW WESTINGHOUSE AIR CONDITIONERS



NEW WESTINGHOUSE STREAMLINER

for those who want cooling
plus beauty, too! Thinner,
lower, smarter—it's just
16" thin, 19" low, styled
by Raymond Loewy. In
 $\frac{3}{4}$, 1 HP low-amp models
or 1 HP 230-volts.



NEW WESTINGHOUSE SUPER LINE

for those who want cool
comfort at low low cost!
Three volume-priced
models operate on 115-
volt house current, save
on electricity, installa-
tion. Also 1 HP 230-volt
models.

Air Conditioner **PROFIT PLAN!**

2. **BUY-BACK**

insures you against cool weather during your peak selling season!

Lets you buy now and cash in on early-season selling without risk. No end-of-year inventory headaches. No loss of profits from late-season markdowns and carryovers. *And*, on top of this air-tight plan, you get the hottest air conditioner line in the industry! Call your Distributor now!



COVER ALL 3 BIG MARKETS!



NEW WESTINGHOUSE DELUXE LINE

for those who want a big cooling bonus! Delivers more BTU's of cooling than other leading brands, sells against any other unit made. $\frac{3}{4}$, 1, $1\frac{1}{2}$ HP models.

PLUS! 2 HP "Area" Conditioner for those who want to cool 3 or more rooms or extra large areas.

PLUS! Casement Model for amazing new flexibility of installation in casement or double hung windows.

Refrigeration Specialties Division • Springfield 2, Mass.

YOU CAN BE SURE...IF IT'S Westinghouse



Heat Pump, Air Conditioning Jobs on Lines Of Florida Power, Georgia Power & Light

Heat Pumps	Residential				Commercial			
	Central Units	Tons	Room Units	Tons	Central Units	Tons	Room Units	Tons
1956	370	1,214	1,476	1,534	140	711	801	796
1945-56	675	2,407	2,246	2,163	498	4,503	1,741	1,570
Air Con- ditioning								
1956	630	2,026	5,028	4,283	532	4,318	1,516	1,362
1945-56	1,010	3,519	19,170	14,913	2,616	23,295	6,637	5,154

Heat Pump, Conditioning Sales Booming On Lines of Florida, Georgia Utilities

ST. PETERSBURG, Fla.— Sales of heat pumps and air conditioning are booming on the lines of Florida Power Corp. and Georgia Power & Light Co., judging by 1956 and cumulative installation figures just released.

A total of 1,173 central type heat pumps representing 6,910 tons were installed on these companies' lines in the period 1945 through 1956, according to Guy C. Hall, supervisor of Florida Power Corp.'s air conditioning department.

Of the central jobs, 675 were in residences, 498 in commercial applications. Room unit heat pumps were divided between 2,246 residential and 1,741 commercial.

Straight air conditioning installations during the 1945-56 period totaled 3,626 central jobs (26,814 tons) and 25,807 room units (20,067 tons).

1,010 Central Systems In Homes, 2,616 Commercial

The central systems were divided between 1,010 residential and 2,616 commercial, while room units split 19,170 residential to 6,637 commercial.

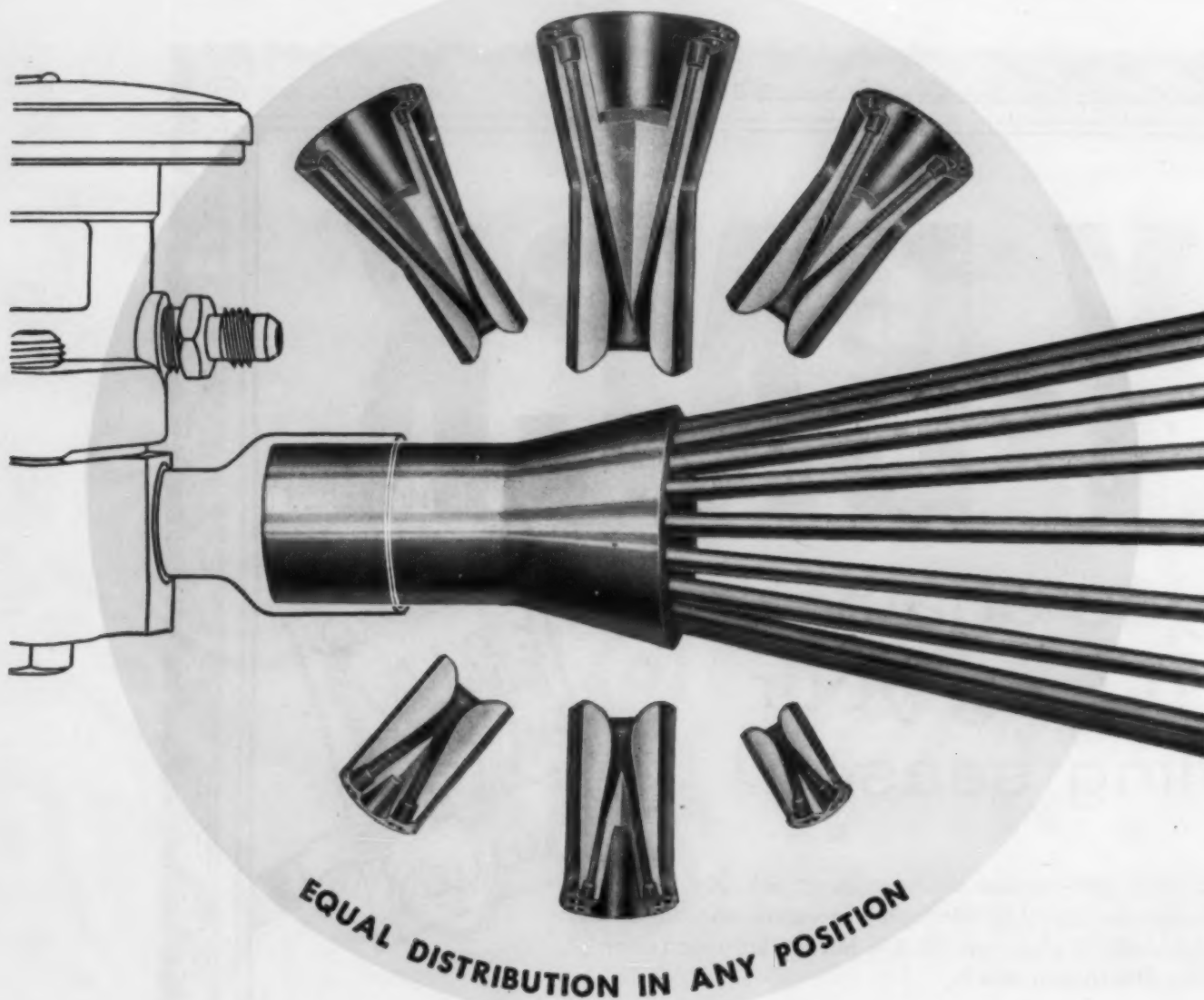
Last year's sales of central residential systems, both heat pumps and straight air conditioning, set new records. In fact, more than half of the cumulative totals in both categories were installed during 1956. For example, of the 675 central residential heat pumps now on these companies' lines, 370 went in during 1956. Of the 1,010 central residential air conditioners, 630 were installed in 1956.

'56 Room Unit Heat Pump Sales Rose

Similarly, room unit heat pump sales boomed in 1956, more than half of the over-all cumulative total being installed last year. Of the 2,246 residential applications, 1,476 were '56 jobs; of the 1,741 commercial applications, 801 went in during 1956.

It was a good year for central commercial heat pumps as well, with 140 (of the 498 cumulative figure) being installed.

As for air conditioning, 1956 saw 532 central commercial applications (2,616 cumulative), and 1,516 room unit commercial applications (6,637 cumulative). There were also 5,028 residential room unit applications (19,170 cumulative) made last year.



one-piece ALCO venturi-flo distributor

Low pressure drop—Permits closer, more economical thermo valve sizing.

Wide application range—from 25% of capacity to 150% of rated capacity.

One-piece—No nozzles or orifice plates to stock and install.

One Venturi-Flo replaces distributors requiring as many as 6 or 7 nozzles!

Easy to select—No nozzles to size.

BUY QUALITY—BUY ALCO

WRITE FOR BULLETIN 188-55



ALCO VALVE CO.

853 KINGSLAND AVE. • ST. LOUIS 5, MO.

SEE YOUR ALCO WHOLESALE

Designers and Manufacturers
of Thermostatic Expansion
Valves; Evaporator Pressure
Regulators; Solenoid Valves;
Float Valves; Float Switches.

**FOR
MOTOR
OVERLOAD
PROTECTION**

**MECHANICAL INDUSTRIES
PRODUCTION COMPANY**
223 ASH STREET • AKRON, OHIO

Thinking of —

- changing territories
- expanding your territory
- taking on new lines—

Check the
CLASSIFIED ADS
on page 97

Your opportunity may
be there.

➤ Sweep Forward with **CHRYSLER!**

286 reasons why **AIRTEMP DEALERS** are making money!

More models to sell more of the market! That's one of the biggest single factors in the profitable sales success enjoyed by Airtemp dealers. 286 models—biggest selection in the industry—equip Airtemp dealers to handle every type and kind of air conditioning need. Famous *Chrysler engineering* assures installation ease and economy, less servicing, too. No wonder more dealers each year turn to Airtemp—the complete line, for complete sales coverage!

The BIGGEST Line . . . Backed by the BIGGEST Airtemp Merchandising Ever!

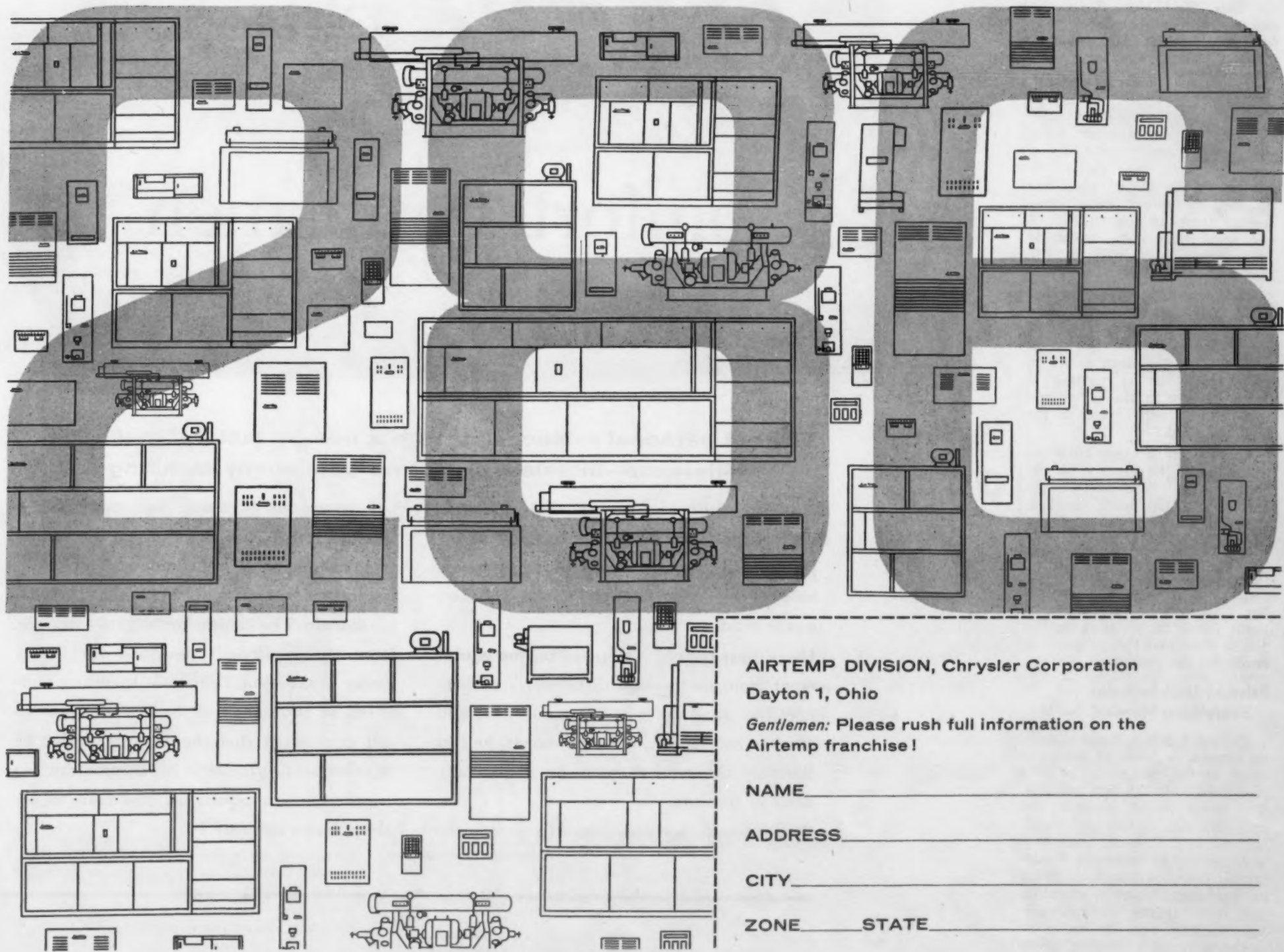
Big full-page, full-schedule advertising in top national magazines! *PLUS* important, new prospect-getting campaigns—special Airtemp promotions—and a complete array of tested, proven merchandising aids!



A Specialized Division of CHRYSLER CORPORATION
devoted exclusively to AIR CONDITIONING

YOU, TOO . . .

can join Chrysler's big sweep forward.
Mail coupon today for details on
Airtemp franchise opportunities.



AIRTEMP DIVISION, Chrysler Corporation
Dayton 1, Ohio

Gentlemen: Please rush full information on the
Airtemp franchise!

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

Streamlined Operation

How Contractor Cuts Time Needed for Selling, Administration, Servicing

By George M. Hanning

MIAMI, Fla.—Phyllis Baldwin, secretary for Stuart Cooling Corp., can type up a six-page air conditioning bid proposal in 10 to 12 minutes.

Stuart's unitary equipment salesmen can gather the data for such a proposal in about 20 minutes.

How can these tasks which usually consume hours of time, be done so rapidly?

Streamlining is the answer, according to Armand Cowan, president of the air conditioning contracting and engineering firm.

Cowan firmly believes that time saved is money earned. So he does everything possible to grease the wheels of efficiency for his organization.

His salesmen, for instance, can make surveys of prospective installations with lightning speed because all possible design data for local conditions have been figured out in advance.

The salesmen carry charts giving them the correct values for all design factors. As they check the plans for heat gain factors, for instance, they can fill in immediately the values for Delta T, U, and K factors and have the proper B.t.u. gain for each area in minutes.

Single Sheet Survey Form Used

They are also supplied with a single sheet survey form which lists every item to be covered. When they get to the bottom of the page, they have included all factors. After totaling up their figures, they have the total heat gain, which is immediately converted to the size unit desired.

The other side of the survey form is divided into five blocks. Each block represents a page of the proposal. When the salesman fills in the data asked in each block, he is putting it down exactly in the order and form that it will appear in the final proposal.

Then, when he takes his sheet to the office, he gives it to the engineering department for checking. After being checked, the form is sent to the secretary for typing.

Miss Baldwin merely takes the information off the survey form and types it into the proper places in the printed proposal form. In 10 minutes the job is done and the proposal is ready for the prospect.

Price of Unit Includes Everything Needed for It

Pricing a job is made equally as simple. A table of prices is made up for each model of self-contained unit the firm handles. The price listed includes not only the cost of the unit itself, but the cost of every item that is necessary to make the installation. Included are such items as warranty, controls, vibration pad, fans, rigging, setting, cartage, start up, and service.

Similarly, if a cooling tower is needed, the price for that in-

cludes everything essential to the installation of the tower. The same goes for heating coils, air distribution equipment, piping, wiring, insulation, and other construction.

Thus, by jotting down only two or three figures, the salesman can come up with the price of the installation in quick order—and know that he has overlooked nothing.

Engineers Check Salesman's Figures

As a double check on the salesman, the engineering department is given the plans to

peruse. The engineers scrutinize the plans to see if there are any unusual items or any peculiarities of construction called for that might affect the air conditioning.

If they find more than a 3% difference in their calculation of the heat load and the salesman's figures, they make a thorough double check.

"This system has worked so well," Cowan commented, "that only twice in our 10 years of operation with over 600 installations have we had to alter the size of equipment originally figured by the salesman."

The same system applies to central system estimating as to



SAVING TIME SAVES MONEY affirms Armand Cowan, president of Stuart Cooling Corp. in Miami. So close at hand are everything he needs for rapid, efficient communication—telephone and intercom, dictating machine, data books—and the ever-present penquin trade-mark.



RUNNING OFF AN EXTRA blue print on the firm's blue printing machine is Marty Chutter, Stuart Cooling Corp. engineer. The machine pays its own way by saving time and increasing efficiency in the engineering department, testifies Cowan.

size of office we have here, we turn out an awful lot of work," Cowan believes.

Believing that men work better when not distracted by

(Concluded on next page)

another secret of Lennox Success!

LENNOX Dealers

are more than just "dealers"...

They're
Comfort Craftsmen

Direct personal relationship with a nearby factory spells the difference—in sales, profit and community standing...

"Comfort Craftsman" pretty well describes the Lennox dealer today. For he's not selling just heating or air conditioning systems: he's an expert in comfort... the 365-day-a-year kind.

He realizes the old method of buying equipment from middleman distributors or jobbers has gone the way of cookie bins and cracker barrels. Or, in other words, he's in business the modern way—as a merchandiser of comfort.

By dealing direct with a nearby factory, he

has access to planning and engineering assistance that is outstanding in the industry. Training schools upgrade his employees... and he gets extra discounts that BOOST his margin. The equipment he gets—straight from the factory—is designed for faster, easier installation. Lennox is spending hundreds of thousands of dollars this year to tell consumers that the Lennox dealer IS the *Comfort Craftsman* in his community. No wonder he's accepted as "the man to see about home comfort"!

Streamlined Contractor Operation--

(Concluded from preceding page) Outside influences, the entire office space is broken up into a number of small offices. Each department, which will consist of one or two persons generally, has its own private space in which to operate.

All offices are connected by an intercommunications system so that a person in any office can talk to anyone else in the organization without leaving his desk. Signs in different offices urge, "Use the Intercom."

Miss Baldwin, the secretary, also operates the switchboard. So that she does not have to leave her board, all dictating is done by dictating machine. She types the letters and reports as she gets time.

In front of the switchboard is a peg board on which are listed the names of all principals, salesmen, and department heads.

A tag after each name indicates whether that person is in the office or not. If not in the office, it tells when he will return.

Atop the switchboard are a series of file trays—one for each department head. Into these trays are placed all communications for those departments. Department heads, as they pass by the switchboard, can pick up all communications in their boxes and distribute any they have.

Blue Printer Used

To save time in the engineering department, a blue printer is used. Normally, blue printing is done outside the office. But when the company is in a rush for extra prints or needs more prints after normal working hours, the blue printer is put to work.

"We make an average of 30 to 40 prints a week on that ma-

chine," Cowan commented.

With 31 jobs in progress at the time of this interview, the engineering department also saves much searching time by coding the plans for each job and filing them according to the code number.

Then a current list of jobs and their code number is taped to the wall next to the file. At a glance the engineers, Marty Chutter, "Hank" Zibman, or Bill Newton, can locate the set of plans they need.

Service Calls Answered Within 2 Hours

In the service department, time is saved through rapid communications. It is the company's boast that a serviceman will be on the job within two hours of receiving a service call.

This is made possible, because Service Manager Edwin Alter can contact any of his 14 servicemen within 15 minutes.

Because the company handles

only service contract work, with the regular scheduling of calls that this permits, Alter knows approximately where every man is at any particular time.

When a call comes in, Alter tries to reach the nearest man to the trouble by telephone. If he can't reach him by telephone, he resorts to radio.

Servicemen Carry Radio Receiver at Waist

Every serviceman carries at his waist a small radio receiving set. He is instructed to put the radio to his ear every 15 minutes, when he is somewhere that he can't be reached by phone.

To reach a man by radio, Alter calls the radio paging company. The company records the message and broadcasts it for 15 minutes. As each receiving set is numbered, the message usually reads like this: "No. 116, call your office."

Numbers are called in numeri-

cal order. When a serviceman listening in hears the broadcaster go by his number, he knows there is no message for him. If he hears his number, he responds to the message.

Cowan also saves time and energy by splitting up the supervision of his organization with his associate, Herbert D. Fink, who is secretary-treasurer. Cowan supervises all the outside departments—sales, service, and construction. Fink handles all the inside departments—engineering, purchasing, bookkeeping and accounting, and office administration.

Unitary, Central Station Sales Separated

Stuart Cooling Corp. actually has two selling departments. One sells Carrier unitary equipment, and the other sells Carrier and Trane central station equipment.

John Gladstone manages the five unitary equipment salesmen, while Cowan himself heads the three-man central station sales force.

Cowan declared that he considers the future of engineering firms such as his to be in the central station field rather than in the unitary equipment field.

Engineering service—the most important product he has to sell—is more needed in central station work, he believes, as unitary equipment has more and more of the engineering built into the package at the factory.

At the present, however, his business is pretty well balanced between the two. The unitary department accounts for about 60% of the jobs and about 25% of the dollar volume, while the central station department accounts for 40% of the jobs and 75% of the dollar volume.

Stuart Cooling won awards for selling \$100,000 worth of packaged air conditioners for Carrier in 1954 and 1955. He felt sure that the company would repeat again in 1956.

Penguin Is Trade-Mark

Proud of the quality of his engineering service, he asserted that Stuart Cooling is one of three air conditioning firms in the Miami area on the approved list of all consulting engineers in Dade county.

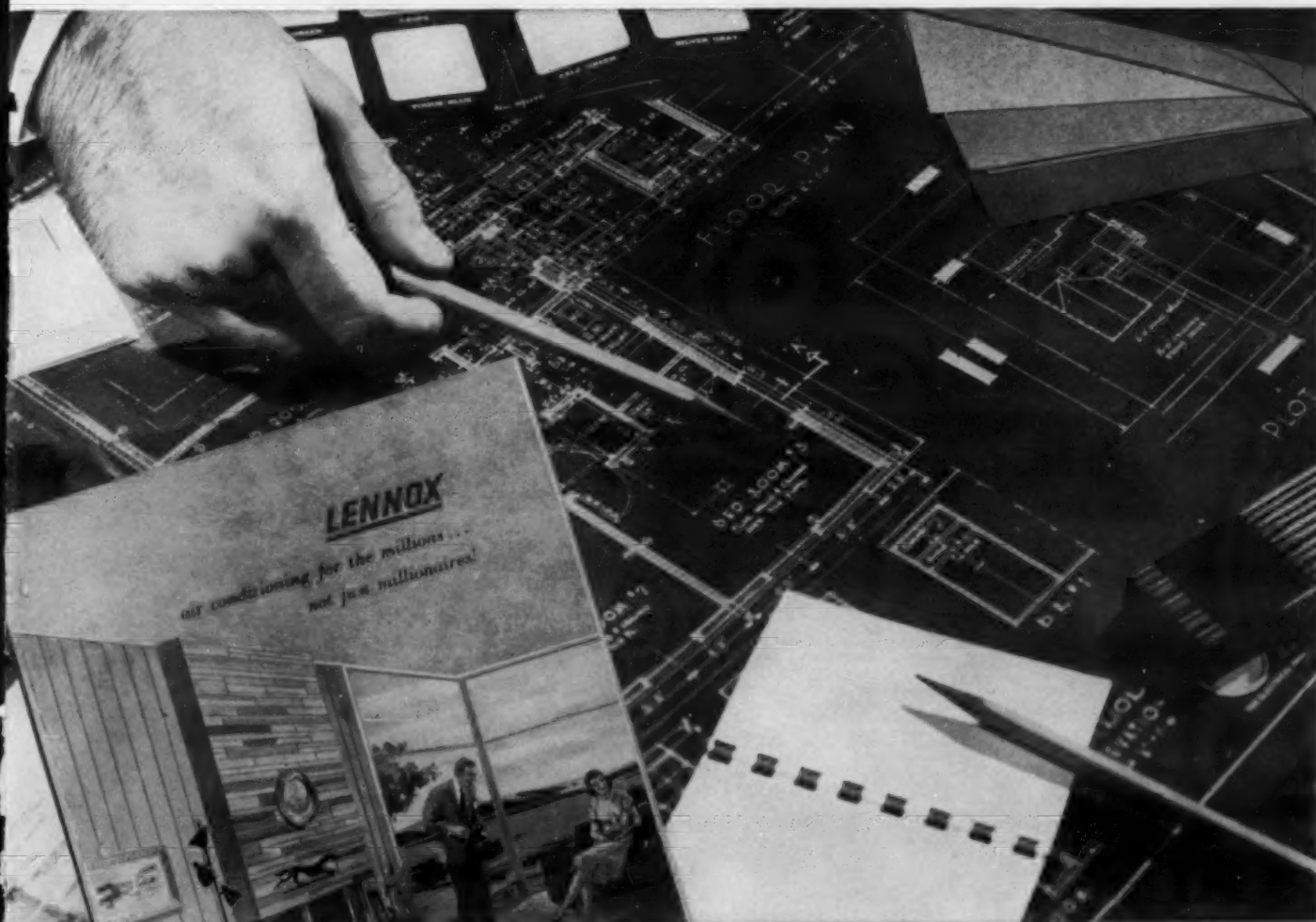
Adopting the penguin as a trade-mark, a picture of that bird tied directly into the company name appears on every piece of paper that goes out of the office. It also appears on company trucks and in all company advertising. After 10 years, it has gained considerable recognition and acceptance in the Miami area, Cowan feels.

Though residential air conditioning is a growing market in this south Florida area, Stuart Cooling is doing a gradually declining business in this field.

Why?

"We can't get into the speculative home building field because of the price situation. There the emphasis is on cutting corners to get the equipment in for a price," Cowan explained.

"In the smaller custom-built home field, the job requires too much supervisory time to make it pay. So we have concentrated in the larger custom-built home, where we can do a quality job at a reasonable profit."



127 MODELS IN THE COMPLETE, FULL-PROFIT LENNOX HEATING AND AIR CONDITIONING LINE



This shield identifies the Lennox Comfort Craftsman as a technician in both the conditioning and distribution of air for comfort the year 'round.

LENNOX Industries Inc.

Established 1895

Marshalltown, Iowa • Columbus, Ohio • Syracuse, N. Y. • Fort Worth, Texas
Salt Lake City, Utah • Los Angeles, Calif. • Decatur, Georgia • Des Moines, Iowa
Lennox Industries (Canada) Ltd. Toronto, Montreal, Calgary and Vancouver

For more information about products advertised on this page use Information Center, page 66.

Is 'In-the-Wall' Room Unit Better Way To Air Condition Multiple Dwellings?

Low Initial, Maintenance Costs; Individual Control, Metering; Easy Removal Among Advantages

Is the "in-the-wall" room air conditioner the better way to provide air conditioning for the apartment house and other multiple-dwelling type of building, and if so, what are its advantages, and also some of the problems involved in the installation and operation of such units?

This subject was given a thorough airing at the Air Conditioning Conference held during the semiannual convention of the American Society of Refrigerating Engineers in Boston. J. D. Loveley, vice president in charge of engineering, Airtemp Div., Chrysler Corp., was chair-

man of the conference, and participants included R. A. Beam, national sales representative, commercial sales, General Electric Co.; Paul C. Wyckoff, chief engineer, Airtemp Div.; and John B. Soule, manager, commercial heating-cooling systems, American Radiator & Standard Sanitary Corp.

Wyckoff made these points as the principal benefits of the in-the-wall conditioner, which are designed with separately installed sleeves which can be mounted in the building under a window at time of construction, or through an opening which can usually be made in the wall of

an existing building without too much difficulty:

- Lower initial cost for air conditioning apartment buildings and similar buildings.

- Lower maintenance costs—plug-in feature permits easy removal for service.

- Individual room temperature control.

- Air conditioning provided for wet-heat systems. For example.

(a) Baseboard radiators with unit placed below windows and above baseboard.

(b) Perimeter console heating coil units with slide-in air conditioning system.



PANEL at ASRE conference which discussed the advantages of "in-the-wall" room air conditioners in many types of applications, and correct methods of installing these units. Standing is the conference chairman, J. D. Loveley, vice president in charge of engineering, Airtemp. L. to r. seated are R. A. Beam, General Electric; John B. Soule, American Standard; and Paul C. Wyckoff, Airtemp.

- Fresh air supply easily obtained.

- Flexibility in sizing and application; cooling may be in use on one side of a building and not on another.

- Pre-selling of air condi-

tioning provided. The installed sleeve is a reminder that air conditioning can be easily added.

- Removal or addition of air conditioning with change of tenants is easily arranged.

- No window washing hazard or blocking of window area.

- Failure of one unit has no effect on the rest of the system.

- Power consumed by individual tenant can be directly metered to him.

'Sleeve' Seen as Key To Public Acceptance

In Wyckoff's opinion, one of the major keys to acceptance and success of the in-the-wall unit is in the design and installation of the sleeve which holds the air conditioning system chassis.

The holes which have been cut to receive the sleeve become a permanent feature of the building, and cannot practically be changed at a later date. The sleeves which are placed in these openings must be as permanent as the rest of the building structure.

These sleeves must be galvanized for corrosion protection. They must be water tight to prevent any possibility of water seepage into the building structure. It is Airtemp's belief that the manufacturer should furnish the sleeves so that they will be matched properly to the chassis.

The units must also be quiet—again because they are a permanent part of the building design, and there must be no question about their acceptability to all types of tenants over the years.

Because sleeves may be placed in a building, and no chassis installed for years, provision must be made to keep them clean and free of debris. Airtemp recommends that the sleeves be installed capped at both ends. This makes them rigid during installation, and free of construction materials.

Ease of Installing In Existing Building Cited

The point that the through-the-wall air conditioning unit with integral heating coil makes it possible to install an up-to-date air conditioning system in an existing apartment house, hotel, or similar multiple-dwelling structure, with no loss in revenue, was emphasized by Soule of American Standard. Soule also summarized some of the other advantages as follows:

The installation cost can be significantly lower than with a central plant type air conditioning system, particularly for

(Continued on Page 33)



Compare the Ansul line on the left with a typical competitive line at the right.

You can see how the Ansul line will cut your dollar investment in driers up to 75%

You start to save money *immediately* when you standardize on the Ansul line of T-Flo Driers and fittings. Service engineers and contractors who have stocked the Ansul line have been able to cut their dollar investment in drier truck stock an average of 50% to 75%.

Savings like this are possible because Ansul's 4 T-Flo Drier cartridges and 8 T-Connectors are all interchangeable. These twelve parts give you 32 possible installation combinations. Why tie up two or three times as much money in 32 ordinary driers? The Ansul line not only provides a complete stock at a fraction of the cost, but assures a better, faster drying job. For the largest installations Ansul T-Flo Driers can be easily manifolded or used on a by-pass to provide unlimited drying capacity. No need to stock large, expensive driers that you seldom use.

Changing a T-Flo Drier cartridge is the easiest thing

in the world. Breaking leak-proof flared or sweated joints is unnecessary. Just unscrew the old drier and replace it with a new one. Hand tightening will give you a leak-proof seal. And you can install the T-Flo Drier in any position, up, down or sideways.

Ask your wholesaler about the new Dry-Eye fitting, the moisture indicator which means substantial savings in both time and money to service engineers and equipment owners. The window in the dry-eye changes color to let you see if the system is wet or dry. *Blue* means the system is dry, *pink* means excessive moisture is present.

Ansul is a national distributor for DuPont "Freon"—the time tested refrigerant. ANSUL CHEMICAL COMPANY, Marinette, Wisconsin.



ANSUL

For more information about products advertised on this page use Information Center, page 66.

A large, three-dimensional gift box is the central focus. The top of the box is decorated with a checkered pattern. A black ribbon is wrapped around the box, and a small, stylized drawing of a gift is visible on the top left. A man in a suit stands to the left of the box, looking up at it with his arms outstretched. The box is set against a background of a grid pattern.

*Your
Perfection Package
for 1957*

Presented by
Perfection Industries

DIVISION OF
HUPP
Corporation

CLEVELAND 10, OHIO
GUARANTEED COMFORT SINCE 1888

America's finest line of home heating and

Nineteen basic types—53 different models—to meet every home heating requirement—that's the Perfection warm air furnace line for 1957.

There are basement Low Boys, High Boys, Counterflows, Tuckaways, Ranch House, Duct and Gravity models—models to fit every pocketbook.

There are gas-fired and oil-fired furnaces and furnaces adapted for L.P. gas—models to suit every size and kind of city, village and rural home.

Heading the line are 21 De Luxe models with Regulaire—the finest warm air furnaces that your customers' money can buy. 32 Standard models, each with outstanding selling features that make them appeal to home owners and builders, meet competitive prices and at the same time give more for the money.

Every Perfection furnace is well designed, soundly engineered and ruggedly built—fabricated of finest materials to last a lifetime and give enduring satisfaction. It is made by an independent manufacturer who sells exclusively through wholesalers and guaranteed comfort dealers. In an industry where a publisher's survey shows that manufacturers change channels of distribution every three years, Perfection is unique in that the average "life" of its distributors is 13 years.

There's profit in Perfection for 1957—profit in dollars for you, Mr. Dealer, and profit in comfort for your customers.

Sure salesmaker...

famous **REGULAIRE[®]**

Explain the benefits of Regulaire to any prospect and you clinch a sale.

Regulaire is the wonderful automatic heat control used on all Perfection De Luxe Furnaces. It's a simple bi-metal coil that operates the shut-off vane at the blower. As the Regulaire coil warms up it opens slowly; as it cools it closes the damper—gradually. Entirely automatic! Always sure! Nothing ever to get out of order!

The benefits to the furnace owner are obvious. There's no cold rush of air when the blower starts up. Never a hot blast! Heating is by a constant, gentle flow of warm air that distributes comfort uniformly from floor to ceiling of every room.

Regulaire is a benefit you can see and sell.

Only Perfection
has **REGULAIRE**



PERFECTION...The great independent who sells exclusively through

air conditioning equipment

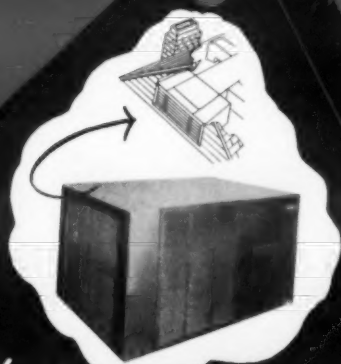
Air conditioning "comes of age" with 1957 Perfection systems

Yes, the growing pains are over. Years of trial and error by the industry, experimenting and guessing—to develop simple, practical and reasonably priced systems for every type home air conditioning—are past.

And Perfection has the most complete line in the industry. Every Perfection air conditioner is strictly a quality unit. There is nothing cheap in construction—no skimpy or undergrade materials, no make-do engineering. As a result *every* Perfection air conditioning unit is guaranteed to measure up *fully* to rated capacity.

Headed by Perfection's new, compact, completely packaged horizontal unit, the Tuckaway with honest ratings of 18,000, 24,000 and 36,000 BTU, Perfection presents units from 1½ through 5 full tons, in both deluxe and standard series. Water-cooled air conditioners in 2 through 6 tons. The Perfection Line of residential cooling equipment includes units to match Perfection and other heating equipment for year-round comfort as well as separate air conditioning systems . . . units that can be used with any warm-air furnace or with their own duct work.

Sell Perfection—the air conditioning that gives full tonnage—never skimping on rated capacity. Your customers get all they pay for—with a bonus in lower maintenance, longer life and unlimited comfort.



To lead the sales parade— THE TUCKAWAY

Here's the unit that's to be the best seller of 1957—the Tuckaway. Compact and self-contained like a window cooler, this unit can be installed in an out-of-the-way place anywhere—under the eaves in the attic, on the roof, in the utility room, or in crawlspace under the house. No plumbing, no extra wiring. Ductwork can be simple—overhead, in walls, under floors. Or use present warm-air ducts.

Tuckaway provides all the benefits of the biggest, most expensive air conditioning system—adequate cooling, dehumidifying, filtering, ventilating, circulating air.

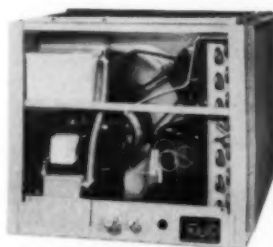
With Perfection Tuckaway, year-round comfort is here for everybody—new home or old—at a price everybody can afford.



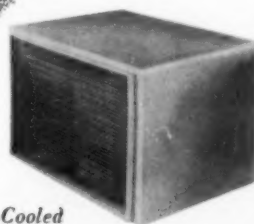
Water-Cooled Residential



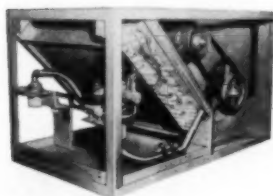
"V" Coil for use with Furnace Blower



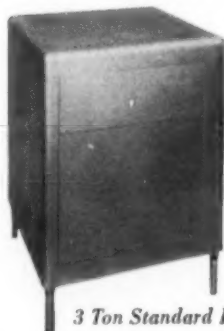
Cut-away—3 Ton Deluxe



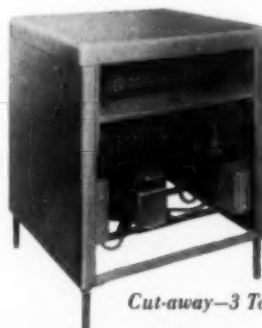
3 Ton Air-Cooled Remote Deluxe



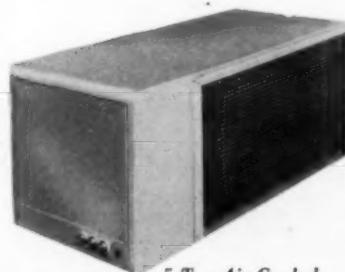
Deluxe Residential Blower and Cooling Coils



3 Ton Standard Remote



Cut-away—3 Ton Standard



5 Ton Air-Cooled Remote Deluxe

Guaranteed Comfort Since 1888

wholesalers and their carefully selected certified dealer-contractors

ROOM AIR CONDITIONERS...the types that buyers want

These Perfection units are the plug-in window types. They do a complete air conditioning job for a single room—cool, dry, filter and circulate air in an average-size bedroom, kitchen, living room, small shop or office. Larger units will cool several rooms.

The Super-Cooler 30—a 30" deep unit—is designed for easy mounting on the sill and brackets outside the window.

The Silhouette Seventeen, just 17" deep, in 2 models, rests entirely in the window or other outside wall opening, with no protruding extension.

Installation is quick and easy—no fuss or muss to disturb the house. No plumbing connections. Competitively priced, you can sell Perfection Room Air Conditioners for business as well as residential summer comfort.



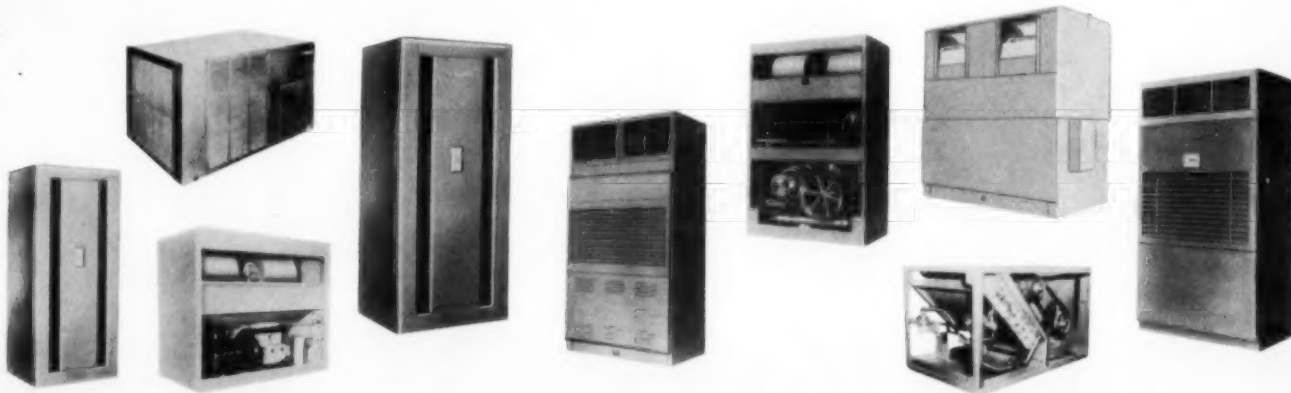
and rounding out
the Perfection line—to bring you
GREATER PROFITS IN '57

HEAVY DUTY UNITS...to help you cash in on commercial markets

Perfection Commercial Air Conditioners are of two types—air-cooled and water-cooled. Water-cooled units are offered in 10 sizes, ranging from 2 tons to 40 tons; air-cooled in 5 sizes from 2-ton to 10-ton units. BTU

capacities range from 24,000 to 480,000 per hour.

Every Perfection unit is priced to compete with other high quality air conditioners and is guaranteed to deliver full performance at its rated capacity.



Look for Perfection in Air Conditioning!

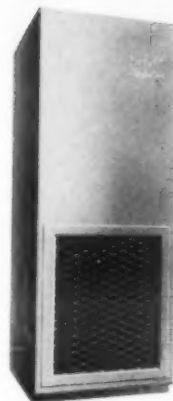
PERFECTION...The great Independent who sells exclusively through

THE PERFECTION HEAT PUMP... for home owners with the forward look

Heat pumps are out of the dream stage and thousands of Perfections are in use all over the country, from Wisconsin to Florida, New England to California.

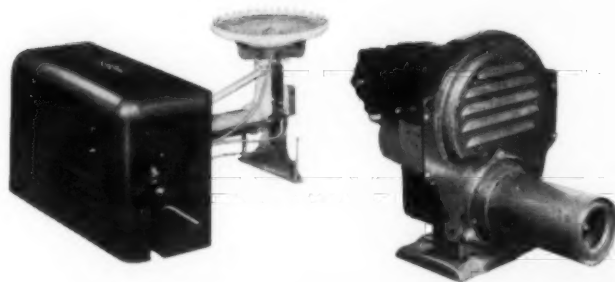
The Perfection Heat Pump is soundly engineered and proven efficient, economical and dependable. Using only water and electric current to operate, it ends fuel bills—provides winter heat and summer cooling in a compact single machine.

There are sure to be some home owners in your vicinity who will want heat pumps. Perfection is ready to furnish them and add your customers to the hundreds of satisfied users.



CONVERSION BURNERS...lead to new furnace sales

To the home owner who is tired of coal, ashes and grime, why not sell the comfort, convenience and economy of automatic heating with gas or oil? Perfection Conversion Burners are engineered for maximum efficiency of combustion and peak heating effectiveness. Make sure the customer's old furnace or boiler is in tiptop shape before installing a conversion burner. Otherwise he is a prospect for a new furnace.



WATER HEATERS... for extra dollars when you put in new heating systems

In the Perfection line are 28 water heaters—12 gas-fired, 16 electric—including several glass-lined and porcelain finish models. All are automatic, storage type, ranging in capacity from 20 to 82 gallons. Recovery rate is rapid. Each type has numerous special sales features. Strictly a quality line for the home owner who likes Perfection high values. Every Perfection water heater is backed by a written guarantee.



Look for Perfection in Home Comfort

wholesalers and their carefully selected certified dealer-contractors

Making the
famous name

Perfection

even better known
with

NATIONAL ADVERTISING



To help you increase your share of the new home market

Perfection furnaces and air conditioning equipment are advertised in leading national magazines read by home builders, residential architects, prefabricators, FHA directors, mortgage bankers, real estate men and others concerned with the building of new homes. These publications include House and Home, American Builder, Practical Builder, Small Homes Guide and Home Modernizing, which blanket the mass housing industry.

Every Perfection advertisement sells Guaranteed Home Comfort, emphasizing the idea that a dependable heating and air conditioning system by Perfection adds measurably to the market value of any new home, as installed only by Perfection certified dealers.

This advertising is creating a favorable climate for your sales approach to your local builders and developers.

AND REMEMBER — Builders buy Perfection equipment through Perfection certified dealers exclusively.

To arouse the interest of home owners everywhere in replacing old equipment with new Perfection

Perfection year-round air conditioning equipment — heating and cooling — has been advertised for years in national consumer magazines. Publications that are read by millions of home owners when they want ideas on home making and home improvement — Better Homes and Gardens, American Home, House Beautiful, House & Garden and Living for Young Homemakers.

Perfection advertising acquaints this vast audience, concentrated among home owners whose incomes average well above \$5,000 a year, with the superior values and benefits in Regulaire Furnaces, Air Conditioners and other Perfection products, sold, installed and serviced by carefully selected experienced local heating and air conditioning contractor-dealers.

PERFECTION...The great independent who sells exclusively through

"Down to earth"
sales promotion materials
to help you **locally**

Sales Literature

Displays,
Showcards and
Wall Hangers

Direct Mail

Newspaper Mats

Radio and TV Announcements
Movie Films • Telephone Directory Listings
Transportation Advertising (bus or street car)
Billboards and Outdoor Signs • Home Shows and Fairs

Backed by a liberal
MATCH DOLLAR
co-op plan to help you do a more
effective local advertising job

All Perfection products share in the
co-operative advertising program for 1957.
And practically all forms of local advertising
and sales promotion are eligible.
Your Perfection wholesaler has all the details.
He is ready and eager to sit down with you
to work out a strong program to identify
you and establish you as a Perfection dealer
in your community.

So get set for
THE BIG PAYOFF
with
Perfection
in '57!

wholesalers and their carefully selected certified dealer-contractors



PROMPT SERVICE

when you want it from a
nearby Perfection wholesaler

You are as near as your telephone to a progressive, co-operative Perfection wholesaler.

He has an excellent, well-balanced inventory of furnaces, air conditioning equipment, conversion burners, water heaters and Perfection accessories, in addition to all other related items you need in your business. Thus your Perfection wholesaler can fill your orders promptly, accurately and dependably. A one-stop source.

He can serve as your business counselor—advise you as to which Perfection models are best sellers in your market, which ones to stock, which to draw from his inventory. He can guide you to successful methods of selling the new home market—how to approach FHA and VA officials, mortgage bankers and other key factors.

Your Perfection wholesaler and his men know Perfection features and will gladly teach you and your crews how to make the most of these sales advantages.

Your Perfection wholesaler will help you map out a sound program of local advertising and sales promotion, to take full advantage of the 1957 co-op MATCH DOLLAR plan. It is designed to help you become established as a leading contractor-dealer on the Perfection line, thereby selling more equipment and making more satisfying profits.

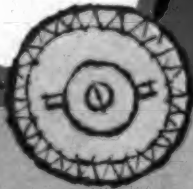
It's time now to join the winning team with the winning line for 1957—YOU, the Perfection dealer—your Perfection wholesaler—and your manufacturer, Perfection Industries, producers of guaranteed home comfort equipment since 1888.

REMEMBER—Perfection is the independent manufacturer who sells exclusively through wholesalers and guaranteed comfort dealers. Your Perfection wholesaler and your manufacturer are ready to serve you

NOW...

TOMORROW...

AND TOMORROW



Perfection Industries

DIVISION OF
HUPP
Corporation

1135 Ivanhoe Road
Cleveland 10, Ohio

GUARANTEED COMFORT SINCE 1888
GUARANTEED QUALITY IN 1957

Installation Pointers For 'In-the-Wall' Room Units



STUCCO, BRICK or any other kind of building exteriors yield readily to the modern tools which are used to cut the opening to hold the "in-the-wall" room air conditioner sleeve.



KEY TO successful application of the in-the-wall unit is the sleeve which holds the chassis. It must be done correctly right from the start; later alterations can be costly.



WEATHERPROOFING of the opening is a "must" to deter any customer dissatisfaction that could hurt future sales of such units.



INTERIOR SEAL is also important, and installers should make use of best materials for such purposes. Everything must also be done to keep the operating noise level at a minimum.



OPENINGS may be cut any time, and capped in this fashion to await installation of air conditioner chassis at a later date, without distorting building appearance.

Cooling Multiple Dwellings--

(Continued from Page 24)

modernization projects.

Extremely flexible operation is provided for either heating or cooling. Such a system is an effective solution to the problem of intermediate season operation.

It offers the flexibility of converting part of a building at a time to full air conditioning. Thus the size of the program can be tailored to annual budget requirements.

Operating Engineer Not Necessary

While the through-the-wall unit may require some special electrical power facilities, such installations do not require a special machine room or operating engineers, and there is no danger of big loss or inconvenience through total plant fail-

ure.

Since the units can be installed in one apartment or section at one time, the owner of the building can tailor the size of his air conditioning program to his annual budget requirements.

The integrated through-the-wall air conditioner unit becomes a part of the new or remodeled building design, with no projections beyond the building line.

More People Can Afford \$300

There are so many more people who can afford to spend \$300 than there are who can afford to spend \$1,500 or \$2,000 at any one time in their economic lives, Beam said in discussing the market factors. The room air conditioner business

basically offers the vast majority of the people within this country something that might be likened to buying a Cadillac piece by piece and part by part; the rear wheels this year, the front wheels next year, the body the following year.

There is one major difference, however, in that this product can be used immediately after the first purchase without waiting for the entire assembly, plus the fact that benefits received at the time of the first expenditure are exactly as great within their noticeable area as they are if the complete house or apartment were air conditioned instantaneously.

Existing Building Market Seen Greatest

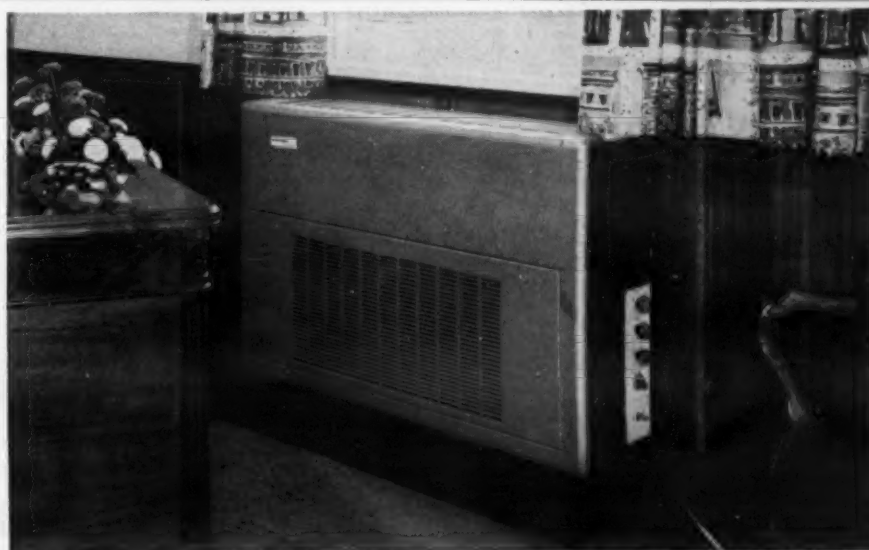
Another important element of this marketing picture is the fact that there are more dwellings and multiple dwellings currently in existence in this coun-

try than will be built during the next few years. And the nice part about it is that most of these dwellings are without the benefits of air conditioning. Here is a product that fits both the old and new providing for satisfaction of individual preference and permits installation either on a complete or a gradual process suited to the economic ability of the purchaser.

"Where the general room size is not in excess of 30 ft. from the outside exposure and there is sufficient outside exposure it is my opinion that the job can be done more efficiently and more satisfactorily with the individual room air conditioner, both on the original installation and from the standpoint of maintenance and comfort derived," Beam declared.

An air conditioning system is an operating piece of machinery, he pointed out. It can be (Continued on next page)

Webster Newport heats and cools 20-year old office building.



3

Ways to Year-Round Comfort

You meet every cooling need, when you stock and sell the complete Webster line — the line with maximum flexibility

1. **Cooling "through-the-wall" and "a room-at-a-time" . . .**
Sell the Webster Newport, for all-season air conditioning. Hermetically-sealed refrigeration cycles in ¾ and 1 H.P. sizes, completely self-contained. Need no water, no cooling towers. For winter comfort, modern, compact, cabinet-type units tie into any steam or hot water heating system. Also available without heating element, for cooling only. Easily installed without inconvenience or loss of revenue, in hotel, office building, apartment or motel. Send for Bulletin B-2020.
2. **Central system, with water . . .** Cabinet-contained Webster Heating-Cooling Conditioners team hot water heating with chilled water cooling in a single central system, without ductwork or window obstruction. Units are quiet, compact, moderate in cost . . . give flexible, easy, automatic control — room by room, or zone by zone. In two sizes and three enclosure arrangements. Ask for Bulletin B-2001.
3. **Central system, with air . . .** That's the Warren Webster Cool Air System, with hermetically-sealed air-cooled refrigeration cycle . . . glass fiber supply and return ducts . . . easy, inexpensive installation . . . and two tons of cooling capacity. Ideal for the hot-water-heated home. There's a "Remote Type," too, for the warm-air-heated home. Send for Bulletin B-2011.

Talk it over with your Warren Webster Man. He's pledged to make certain every Webster job is a right job, and that it stays right, always. And he's as near as your telephone. Warren Webster & Co., Camden 5, New Jersey. Since 1888. Offices in 66 Principal U.S. Cities and Canada.

Webster's Finest Product . . . the Warren Webster Man

WARREN WEBSTER

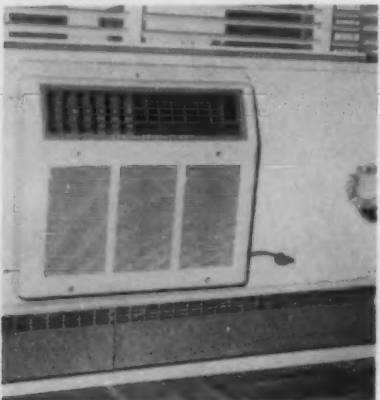
HEATING . . . COOLING

For more information about products advertised on this page use Information Center, page 66.

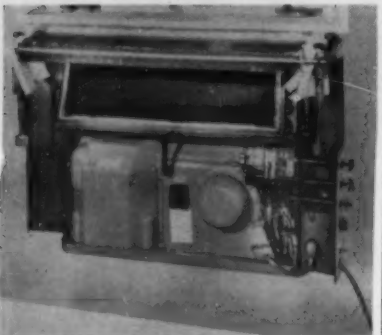
'In-the-Wall' Room Unit Pointers



OUTSIDE VIEW of opening for completed installation of in-the-wall room air conditioner in a single residence having exterior construction of brick. Attractive grill-work does not detract from appearance.



INSIDE VIEW of completed installation in New York City apartment shows in-the-wall unit ready for summer cooling operation, and finned baseboard convactor to handle the winter heating load.



YEAR-ROUND air conditioning is available through this combination. The in-the-wall chassis slides into the special sleeve, with heating coil above it. Thus this system provides year-round air conditioning, but the chassis can still be slid out for easy servicing.

MASTER EVERLAST - R.C. - FILTER



Cut to Fit
Filter for
all Room
A.C. Units

- one size for all units
- filter size 15" x 24" just cut to fit
- flexible edges seal
- no leaks at edges
- efficient and long lasting
- wash to clean
- cuts easily with shears
- fits snugly
- low inventory costs
- filtering media curled Karatin set in rubber
- packed in cellophane

LOW COST—DISCOUNT

MASTER PRODUCTS COMPANY

7000 S. Wentworth, Chicago, Ill.

Cooling Multiple Dwellings --

(Continued from preceding page)

capitalized and amortized over a fixed period of years, but the important part about it is that it can pay for its investment completely within these years and at a fair rate of return, over and above its cost of operation, acquisition, and maintenance.

With the room air conditioner again, this job can be done on a gradual basis, in a multiple dwelling system. There is no loss of tenancy because of torn up walls or floors.

There never has been a complete failure of the cooling units in a multiple dwelling. There is an opportunity on the part of the user to have as little or as much air conditioning as he or she may desire.

In Louisville, Ky., over 100 units are installed in the office portion of a major manufacturing plant. One day at a tempera-

ture of 70° F. better than 50% of the units were operating, the others were not operating. An inspection of the offices from the inside showed that those units which were operating were performing and delivering a wide variety of benefits.

In the offices tenanted by cigar smokers the units were on exhaust. Some other units were on ventilate. Other units were on cool vent, and other units were on maximum cooling positions.

There was no dissatisfaction among the hundreds of people who were enjoying these benefits. Each of them had the opportunity to control on a zonal basis the kind of climatic condition that he or she desired.

There was no problem in balancing the system and this entire operation is run without the benefit of a Stationary En-

gineer in attendance at all times.

Sees Smaller, Easier To Install, Service Units

Beam sees the individual air conditioner becoming smaller, easier to install and easier to service, with its service life lengthened appreciably and its over-all cost of maintenance comparing favorably with the electric refrigerator.

New materials and new processes will make available an air conditioner that will better withstand the onslaughts of wind and weather. New features will be added and not the least of these will be the feature of heating by the heat pump method.

Special Elements, Problems Involved

Some of the special elements and problems involved in the installation and operation of

through-the-wall units were brought out in the formal discussions, and also in questions and discussions by members of the audience.

Most of the manufacturers of such units provide a one-piece cabinet sleeve to hold the components for the system. One problem is that the opening through the wall in which the sleeve fits must be made watertight.

One provision for proofing was described in terms of a plastic pan set in water-proof mastic with provisions for the evaporation of wind-driven snow or rain.

Cooling condensate is usually removed by means of the sump and blower slinger-ring arrangement which is common on many room air conditioner units. If heating is done with steam, some form of a steam condensate drain is vital.

It was stated that it is desirable (Concluded on next page)

Jenni Genetron says

"These are the Modern refrigerants for the Air Conditioned Age"

genetron®

Tested! Approved! For America's Finest Air Conditioning Equipment! America moves into the air conditioned age. In houses and apartments . . . in stores and factories . . . in offices and public buildings, man-made weather is the order of the day, calling for air conditioning equipment of highest efficiency and economy.

"Genetron" Super-Dry Refrigerants are tailor made for such systems. They meet or surpass the industry's most exacting specifications for fluorinated hydrocarbon refrigerants. Leading manufacturers have tested them exhaustively . . . have approved and certified "Genetron" Super-Dry Refrigerants for original or replacement charge in America's finest equipment!

Moisture Out! Trouble Out!

The quality specifications on the opposite page tell why "Genetron" Refrigerants are so dependable. Note their exceptionally low moisture content, their very low percentages of non-condensable gases and high boiling impurities. Here are refrigerants that can be counted upon for trouble-free performance every time!

Stable! Safe! Nonflammable! Noncorrosive!

Always specify "Genetron" Super-Dry Refrigerants for your equipment. Learn for yourself why "Genetrons" are the "Modern refrigerants for the air conditioned age."

- Super-Dry! Guaranteed exceptionally low moisture content
- Noncorrosive to standard equipment materials
- Nontoxic, nonflammable, stable, safe
- Critical and freezing points well outside range of operating uses

- Solvent action on oil helps prevent solidification or congealing of lubricant
- Miscible with oil; aid in lubrication of equipment
- Identical and freely interchangeable with comparable fluorinated hydrocarbon refrigerants made by any other manufacturer meeting the same high standards

Extremely low moisture content! Exceptionally high purity!

Cooling Multiple Dwellings--

(Concluded from preceding page) able to install the cooling system, so that the principal components can be withdrawn from the casing without disturbing the heating system components.

If Window Sill, Line Too Low, Installation May Be Impossible

Where the window sill or window line is lower than normal, installation of through-the-wall units may be a problem, or even impossible. Most window lines are 25 in. from the floor level, which is fine. About 22 in. from the floor is the minimum height than can take a through-the-wall installation.

Most such units can be adapted for front or top discharge of the conditioned air.

Question was raised as to whether or not the room units

might not cause unpleasant effects through the direct throw of the conditioned air upon the occupants of the room.

This problem can be met in a variety of ways, it was explained, either through vertical discharge of the air, or by use of deflector vanes in the discharge grille.

The control of the operation of the through-the-wall unit brought out some of the liveliest discussion, and also seemed to be the phase in which there is the most confusion, and possibly an area in which considerable improvement might be made.

Thermostatic control is generally provided, with the heating and cooling cycle on separate thermostats, and the blower cycling on any call for heating or cooling.

Thus far, there seems to have been little provision made

for automatic change-over from heating to cooling or vice versa. This brought up the question of what happens in such localities or such time of the year that wide swings of outdoor temperature conditions may be experienced in short periods of time.

(One discussion from the floor brought up the point of a tenant who may leave on a "long weekend" and return to find outside conditions radically changed, with his controls set for opposite conditions).

Another made the point that since such installations must be considered as "permanent jobs" they should have complete controls. Some representatives of control manufacturers pointed out that control systems with changeover features are available—if installers and the public will pay a slightly higher price.

Another problem in controls develops in those installations where heating is provided by

steam. The problem is whether the steam will be going through the coil at all times, with the thermostat controlling the blower operation only, or whether some sort of a steam shut-off control is desirable.

Another part of the discussion touched on the future of other types of heating—such as electric resistance heating, or the heat pump, or a combination of both—in relation to the through-the-wall units.

Beam declared that General Electric's "All-Weather" room air conditioner operates on a heat pump cycle until the outdoor ambient drops to 42° F., at which time resistance heating elements automatically go into operation.

It is said the very fact that the unit is "in the wall" tends to lower the noise level, and this plus improvement in fan construction and sound insulation methods tends to minimize this objection.

UsAirco Merger Plan Advances \$900,000 For Debt Payments

PHILADELPHIA — United States Air Conditioning Corp. reported a substantial loss for its fiscal year ended Oct. 31, 1956 and said it had reached an "informal agreement" on a merger.

Losses of \$972,922 for 1956 were disclosed in the company's annual report on sales of \$11,105,565, compared with a deficit of \$810,022 on sales of \$6,857,252 in fiscal 1955.

ATTRIBUTES DEFICIT TO JORDON PURCHASE

David E. Feinberg, president, said in a letter to stockholders, "The deficit may be substantially attributed to our purchase and operation of Jordon Refrigerator Co. and the heavy, non-recurring charges resulting from the sale of our plant in Minneapolis and removal to Philadelphia."

He asserted UsAirco has entered into a transaction "which, it is believed, will provide the company with financial security and a truly bright future." The first step in what was described as "an informal agreement," Feinberg added, "has involved advances to U.S. Air Conditioning of over \$900,000."

These funds have been used in part, the executive said, to pay off all indebtedness to finance companies "with their accompanying heavy interest burden." The advances, he continued, are part of the agreement "whereby it is proposed to merge the two companies." As of Oct. 31, 1956, UsAirco's balance sheet showed debts to finance companies amounted to \$1,114,226.

Although he wouldn't expand on the merger statement, Feinberg announced on Feb. 18 that the company's directors agreed to merge with Hughes-Keenan Corp. of Delaware, Ohio, a maker of truck bodies and other products. The announcement gave no details except for the statement that the transaction would involve an exchange of stock.

TO ELIMINATE FIRM'S PREFERRED STOCK

Feinberg's letter said one condition of the proposed merger will involve elimination of UsAirco's preferred stock with its arrearages through an exchange into the common stock of the proposed company. If the merger is accomplished, he claimed the firm would gain \$4 million in assets and "substantial earnings before taxes."

UsAirco's Jordon Refrigerator subsidiary is in the process of liquidation "on a basis believed to be favorable," Feinberg told stockholders, Jordon, acquired in January, 1956, asked its creditors last December for an extension on its debts, it was reported.

"With respect to the Oct. 31, 1956 balance sheet, all known expenses and charges accruing from the Jordon operations and/or acquisition have been taken," Feinberg explained. "No further advances or funds, it is thought, will be necessary to go from UsAirco to Jordon."



For Homes and Offices of the Air Conditioned Age!

Super-Dry Refrigerants



For Stores and Public Buildings of the Air Conditioned Age!



For Factories of the Air Conditioned Age!

genetron 11 ORANGE LABEL TRICHLOROMONOFUOROMETHANE

Quality Specifications	
Moisture wt. %, max.....	0.0010
Chlorides	none
High boiling impurities—vol. %, max.....	0.01
Boiling pt. at 760 mm. Hg °F.....	74.7
Boiling range °F (to 85% pt.), max.....	0.5

USES

Trichloromonofluoromethane ("Genetron" 11) finds widespread use as a refrigerant in industrial and commercial air conditioning systems using single or multi-stage centrifugal compressors. It can also be used for either direct or indirect expansion-type systems.

genetron 12 WHITE LABEL DICHLORODIFLUOROMETHANE

Quality Specifications	
Moisture wt. %, max.....	0.0010
Chlorides	none
High boiling impurities—vol. %, max.....	0.01
Non-condensable gases (gases insoluble in perchloroethylene)—vol. % in vapor phase, max. 1.5	
Boiling pt. at 760 mm. Hg °F.....	-21.6
Boiling range °F (to 85% pt.), max.....	0.5

USES

Dichlorodifluoromethane ("Genetron" 12) and Monochlorodifluoromethane ("Genetron" 22) are the most widely used organic fluorine refrigerants. They are used in virtually all types of air conditioning equipment, large and small, household and industrial, direct and indirect expansion systems.

genetron 22 GREEN LABEL MONOCHLORODIFLUOROMETHANE

Quality Specifications	
Moisture wt. %, max.....	0.0010
Chlorides	none
High boiling impurities—vol. %, max.....	0.01
Non-condensable gases (gases insoluble in perchloroethylene)—vol. % in vapor phase, max. 1.5	
Boiling pt. at 760 mm. Hg °F.....	-41.4
Boiling range °F (to 85% pt.), max.....	0.5

Some of the typical units in which "Genetron" 12 and 22 are used: window air conditioners, home or office console units, large store units, large custom-built units for commercial comfort, large home units for addition to present hot air heating systems, and mobile units for transportation equipment.

genetron 113 PURPLE LABEL TRICHLOROTRIFLUOROETHANE

Quality Specifications	
Moisture wt. %, max.....	0.0025
Chlorides	none
Boiling pt. at 760 mm. Hg °F.....	117.6
Boiling range °F (to 85% pt.), max.....	1.8

USES

Trichlorotrifluoroethane ("Genetron" 113) is used in 50-ton and larger centrifugal compressors, primarily for large comfort cooling systems, brine cooling systems, and other commercial and industrial air conditioning systems.

For further information, see your wholesaler or call or write

genetron department

GENERAL CHEMICAL DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.



Wherever you are, "Genetron" Super-Dry Refrigerants are as close to you as your telephone. Featured by Leading Refrigeration Wholesalers from Coast to Coast.



ARI Newspaper Release Urges Homeowners, Businessmen To 'Buy Air Conditioners Now' for Spring Installation

WASHINGTON, D. C.—In a release issued for use in newspapers, the Air-Conditioning & Refrigeration Institute urged homeowners and businessmen who may be contemplating the purchase of air conditioning equipment to place their orders for spring installation without delay.

It is suggested that dealers and contractors could profit by sending the release on to their local newspapers.

In the statement, Geo. S. Jones, ARI managing director, pointed out:

HOT WEATHER BRINGS SCRAMBLE FOR UNITS

"Extremely hot weather, coupled with the wholehearted public acceptance of air conditioning during the past several years, has brought about each year a scramble for air conditioning equipment as soon as the hot weather begins.

"This means that if you wait until the weather gets hot, dealers may be out of the units you desire, if you're looking for room air conditioners, or contractors may be so tied up with installations of central units that you may have to take a place well down on the waiting list."

'55 RUSH BEGAN IN JUNE

Last year, Jones noted, the big rush for air conditioners and for installations in homes began in June, when the weather was unseasonably warm in almost all parts of the country.

"While most dealers, distributors, and contractors now have good supplies in their warehouses ready for the 1957 season," he said, "the first spell of hot weather could deplete their stocks in a hurry if everybody waits for hot weather before making their purchases."

The ARI listed a number of advantages of making an early, pre-season selection of air conditioning equipment. Among them:

EARLY SELECTION ADVANTAGES LISTED

"Dealer stocks are now complete and you can secure the particular unit best suited for your purposes;

"Dealers may be more willing to sell on easy payments now than when there is a sharp demand for everything in their stores;

"You can have the unit installed before hot weather hits, and not have to suffer from the heat, due to delay in installation at a later time when dealers are rushed with orders.

"Contractors who install central air conditioning equipment are not so busy as they will be later in the season, when more homeowners decide that they don't want to spend another non-air conditioned year, and you may get a better job of installation now than later."

Institute spokesmen call attention to the fact that, whereas only about 20 companies supplied room air conditioners in 1952, there are now more than double this many brands on the market, and said:

"1. Be sure that an inspection of your premises is made

by someone competent to advise the proper size and type of air conditioner to give you the most efficient operation.

"Many elements enter into the proper size and type of equipment which you should use such as the number and size of rooms, number of windows, exposure to the sun, insulation or lack of it, trees or buildings

which furnish shade, number of occupants, whether for continuous use or only part of the day or night, and many other factors.

"2. Check into the electrical wiring system to be sure that it is adequate to handle the additional load of the air conditioner.

"3. Be sure that the firm

from which you purchase your air conditioner is reliable and can be counted upon to furnish the proper installation and service of the equipment."

At the same time, Jones pointed out that most of the makers of room air conditioners this year are publishing the capacity ratings of their products in terms of "British thermal units," which, he said, gives the prospective purchaser a realistic basis of comparison in the area of capacity, since the B.t.u. ratings are based on testing pro-

cedures based on a single standard, known as ARI Standard 110-56.

The B.t.u. ratings, he said, provide a more understandable yardstick of capacity than the previously used designations of "tons" and "horsepower."

Charter Firm

HAZARD, Ky. — Godbey-Kinder Co., Inc., has received a charter for selling, installing, and servicing electrical, air conditioning, and refrigeration appliances and equipment.

As a Trane Authorized freedom to bid on any



Easy to sell! These compact 3 through 15 ton de luxe models pack top cooling comfort into a trim slim cabinet. And they're quiet! Exclusive "iso-sound" design has fan section and compressor section floating independently on sound and vibration isolators.

Blake Thomas Resigns Post as McQuay Vice President; Will Stay in Industry

MINNEAPOLIS — Blake Thomas, executive vice president, general sales manager, and director of McQuay, Inc. and director of American Automatic Ice Machine Corp., announced his resignation as of March 5.

Starting in the industry with American Radiator Corp. in 1926, he joined McQuay in 1947. He represented McQuay for many years with the Unit Heater Manufacturers Association and served on several government committees, it was pointed out.

For three years Thomas was a director of ARI and chairman of the heat transfer section. He is a past president of Heating and Cooling Coil Manufacturers Association. Thomas stated that he plans to remain in the air conditioning industry.

Newest Rust-Oleum Addition is Cooled

EVANSTON, Ill.—Completely air conditioned throughout, newest plant addition to Rust-Oleum Corp. includes 11,000 sq. ft. of office space in the administrative buildings and 10,560 sq. ft. of space added to the manufacturing plants of this producer of rust preventive products, it was reported here recently by the manufacturer.

Row on Duct Installation, Failure To Get Rental Plan, Delay Auditorium Cooling

LINCOLN, Neb.—A mixup in air conditioning plans and interpretation of such plans for the new Municipal Auditorium has caused headaches for air conditioning contractors as well as the Auditorium Advisory Committee, it was disclosed here.

Confusion over the meaning of one sentence in the audi-

torium contract may lead to court action, the report explained.

Industrial Sheet Metal Co. of Omaha, which sub-contracted the installing of air conditioning ducts in the auditorium basement from Natkin & Co., commercial air conditioning firm of Lincoln and Omaha, interpreted the sentence one way. The firm contended the contract specified the ducts were to be lined only a distance of 10 ft. from the air units and fan housings.

Auditorium architects interpreted the contract another way. They notified the Omaha company it had to line all the ducts with a sound deadening material.

The firm followed the architects' orders. But company representatives appeared before the Lincoln City Council in an effort to get authorization for full payment for the job. Additional cost of supplying full lining was estimated at \$18,000.

The council took no action but decided to wait for the filing of a claim. City Attorney Jack Pace will then rule on the claim and the council will schedule another meeting with the contractors.

The sentence causing all the trouble reads:

"All ducts for a distance of 10 ft. on supply and return connections from air units and fan housings, all fan housings, coal housings, all chilled air supply ducts, and all fresh air ducts shall be lined on inside."

Lincoln Architect Walter Wilson admitted it was difficult to tell whether the sentence had one or several subjects.

Meanwhile, the auditorium manager and advisory committee have been asked to make a recommendation on the purchase of air conditioning equipment for the building.

Bids on a 500-hp. system were turned over to auditorium officials by the City Council after architects said the low bid of \$65,094 by York Co. did not meet specifications. They recommended the next lowest bid of \$69,485 by Natkin & Co.

None of the bidders submitted a rental-purchase plan, however, and the city doesn't have the cash for outright purchase.

Councilmen discussed the possibilities of advertising for new bids and to ask for a definite time payment plan, or to reject all bids and not buy the unit at this time. Ice-making equipment for the skating rink already has been purchased and installed.

The auditorium advisory committee, however, "strongly urged" the purchase of additional air conditioning equipment for the new building. Auditorium Manager Don Jewell declared that it was not possible to determine the loss of revenue by not having the equipment for the arena, but that the purchase of 500-hp. machinery would help attract groups to the building.

Councilmen agreed with the committee's stand, but declared funds for the purchase are not now available.

source you'll have air conditioning job

Now! Sell self-contained units from 3 to 20 tons—backed by a nationally-known line... no exclusive franchise!

More and more air conditioning contractors and dealers are finding that it pays to go TRANE all the way! They know that the complete TRANE line of units to 1500 tons—plus a full line of self contained air conditioners from 3 to 20 tons—gives them complete freedom to go after any air conditioning job!

The TRANE Self-Contained units for 1957 are the finest ever! Designed and built by a leader in big building system air conditioning, they're easy to sell, easy to install. And TRANE self-contained air conditioners are supported by a powerful program of sales and service help!

As a TRANE Authorized Installer, you'll have competitively-priced equipment to handle any size, any type of air conditioning job. And, best of all, you'll have the backing of a reliable source, nationally known and accepted.

Ask your nearby TRANE Sales Representative now about all the extra advantages you'll have as TRANE Authorized Installer—or write direct to TRANE, La Crosse, Wisconsin.



National advertising like this promotes acceptance for the complete TRANE line.



Colorful literature helps you sell! Includes booklets, posters, signs, and decals.

Easy to install! The 10-15-20 ton commercial sizes can be located outside of conditioned space for use with ductwork, if desired. These big capacity units will help you get the profitable larger installations!



For any air condition, turn to

TRANE

MANUFACTURING ENGINEERS OF AIR
CONDITIONING, HEATING, VENTILATING
AND HEAT TRANSFER EQUIPMENT

The Trane Company, La Crosse, Wis. • Eastern Mfg. Div.,
Scranton, Pa. • Trane Company of Canada, Ltd., Toronto
90 U. S. and 19 Canadian Offices



TRANSPARENT Plexiglas panel installed in frame above the air conditioner solves the problem of blocking off light along the entire height of the casement. This "extra" has been a successful sales aid, said Wilson Supply Co., Washington, D. C.

'Reclaims' Window Area

Distributor Spurs Casement Room Unit Sales with Plexiglas Filler Panels

WASHINGTON, D. C.—"Plexiglas" filler panels spurred sales of room air conditioners last year for the Wilson Supply Co., distributor for Chrysler Airtemp units here.

Wilson Supply noticed that some potential customers, particularly those who had casement windows or large double-hung picture windows, hesitated to buy air conditioners because they felt that the installation would block off too much daylight and darken the room.

This was especially true for the casement models, since the usual metal or fiberboard filler panel which is installed between the top of the unit and the top mullion of the window, blacks out the entire window. In wide double-hung windows, the filler panels black out the full lower width of the window.

Turns Objections Into Advantage

Wilson Supply turned these objections into a merchandising advantage by offering filler panels made of clear Plexiglas, an acrylic plastic manufactured by the Rohm & Haas Co. of Philadelphia.

With the Plexiglas panel they reclaimed about 2 sq. ft. of window area that otherwise would have been blacked out.

One In Three Ordered Panel

Although they made no special effort to advertise or promote the idea, Wilson reports that about one out of every three customers for conditioners also ordered the Plexiglas panel.

A flat charge of \$10 was made for the panel, but occasionally it was thrown in as an extra to clinch a wavering customer.

Plexiglas is shatter-resistant, completely transparent (it's widely used for aircraft cockpit enclosures), will withstand any sort of weather, and will not discolor with age. It can be sawed and drilled like wood.

Easily Installed

The panels can be installed easily by regular installation crews. After the mounting holes are drilled, the panel is installed simply by screwing it directly to the window sash with wood or metal screws.

Where the sash is worn or bent, a non-hardening glazing compound applied around the edges of the panel is helpful in producing an air-tight seal.

The plastic should be cut about 1/8 in. smaller than the opening and the mounting holes

drilled slightly oversize, to enable it to expand and contract with temperature changes.

Plexiglas can be washed easily with a soft cloth and plain soap and water.

Kelvinator Doubles Former All-Time High Jan. Room Unit Sales

DETROIT — Kelvinator and Leonard sales of major household appliances set an all-time January record during the past month, according to Homer L. Travis, vice president-sales.

Billings to dealers were 12% above the same month a year ago, the best previous January.

Room air conditioners, automatic washers, and clothes dryers all recorded new January highs. Room air conditioner billings were more than double the best previous January.

Although they did not set all-time records, Travis said, freezer and refrigerator sales showed important gains over the comparable 1956 period, with freezers up 35% and refrigerators up 11%.

Philadelphia Area Distributor Room Unit Sales Hit 2,812 In Jan.

PHILADELPHIA — Distributor air conditioner sales reached 2,812 units for January in this area as compared with 2,727 for the same month in 1956, the Electrical Association of Philadelphia reported here recently.

Refrigerator sales totaled 4,499 units in that month as against 5,010 for January, 1956 in Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, it was added.

There were 352 home freezers sold during January as compared with 537 in the like period of the preceding year, the company said.

Clothes dryer sales rose to 2,492 over 2,312 for the same month.



THIS "Silent Salesman" has been introduced by Emerson-Quiet Kool to allow the dealer to dramatically display a line of the firm's air conditioners in less than 4 ft. of floor space. It graphically highlights the thin and low dimensions of the "Tru-Slim" model. Each shelf is adaptable for any size unit in the line and selling features for the entire line are shown.



VISION engineering

From The Compressor That Was

PRE-DESIGNED For The Air

Conditioning Boom . . . Came

Compressors Extending The Market—

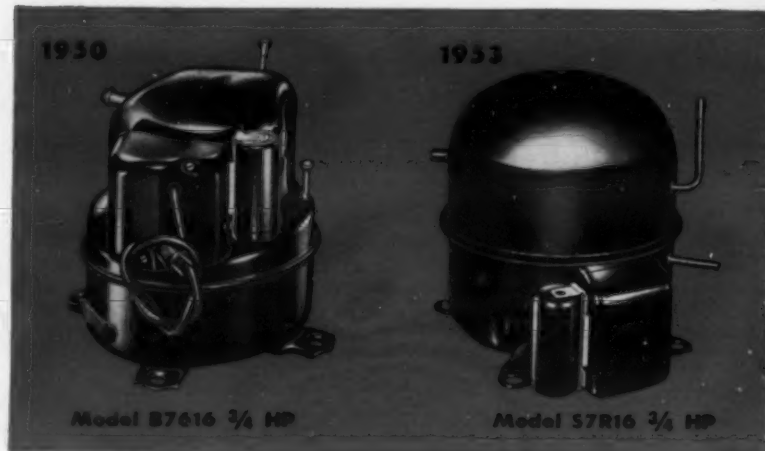
At EVEN LOWER UNIT COST!

Long aware of the vast potential of air conditioning, Tecumseh alone stood ready to make deliveries to the industry in 1947. By 1950 the popular 1/2 and 3/4 HP twin cylinder compressors had already been field tested and were enthusiastically received for room cooler applications. Accepted as the standard of the industry, the Tecumseh 3/4 HP twin cylinder shortly was contained in 72% of all air conditioners sold.

TWIN CYLINDER DEVELOPMENT

As the single cylinder models replaced the smaller horsepower range of twins, the 1, 1 1/2, and 2 HP twin cylinder models were developed to supply the industry need for larger capacity. The addition of PSC motors has allowed the elimination of costly and troublesome electrical components with a corresponding saving in the cost of the complete unit.

A 2 HP compressor today costs less than the 3/4 HP compressor of 1950!



1953 — 20% Cost Saving Over 1950 Model B7616
1957 — 10% Cost Saving Over 1953 Model 57R16

With an industry fully satisfied with the performance of the Tecumseh twin cylinder compressors, Tecumseh engineers began the development of an efficient single cylinder model. The Tecumseh 1/2 and 3/4 HP single cylinder compressors helped expand the industry by bringing the price of the window air conditioner within the reach of more people. They completely replaced the twins within their horsepower range and incorporated design features which anticipated future power regulations.



1957
Model B74T16
2 HP



The Leader Serving Leaders In The Air Conditioning And
TECUMSEH PRODUCTS

EXPORT DEPT. — P.O. Box 2280, 24530 Michigan Ave.,

Plumbing and Heating Exposition Set for Dallas June 10 to 13

WASHINGTON, D. C. — The first national convention and exposition to occupy the brand new Dallas Memorial Auditorium is the 75th annual convention of the National Association of Plumbing Contractors and the National Plumbing and Heating Exposition scheduled for June 10-13.

Approximately 82% of the available space was sold out as of early March with a further substantial demand indicated for the remaining space, according to the NAPC. A very heavy attendance from throughout the industry is indicated by the large number of requests for hotel rooms received through the NAPC Washington office.

Commenting on the convention and exposition, William A.

Landers, NAPC president, said:

"It is essential that the plumbing, heating, and air conditioning contractor keep abreast of the latest developments in equipment, applications, and installation procedures. In Dallas, he will have an opportunity to see a display of these new products and methods and to observe at first hand the many advances made in the plumbing and air conditioning field in the growing southwest."

Landers also pointed out that a streamlined and informative series of convention sessions has been planned along with appropriate entertainment features such as the barbecue and rodeo on "Western Night" June 11 at the Texas State Fair Grounds.



ON THE LEFT is one of the chutes used for fast merchandise handling. By its side is one of the building's seven "packaged" air conditioners. Note the excellent illumination; the full-measure of aisle space; neat and fresh stock arrangement.

**No Dark,
Dusty Areas
In This
Warehouse**



HORIZONTAL gas-fired furnaces hung from the ceiling supply the heating needs of the sales warehouse. Lack of windows in air conditioned warehouse allows wall area to be used for storage.

Modern Wholesale Dry-Goods Firm Finds Air Conditioning Brings Larger Orders

COLUMBUS, Ga.—The modern new warehouse-building of Arenowitch, Inc., one of the city's major wholesale dry-goods firms, is said to be one of a few

of its type and size in the country to be fully air conditioned. It is equipped with seven "packaged" air conditioners. The building has been de-

scribed as "a particularly fine example of the changes, for the better, that have taken place in warehouse architecture and interior layout."

Bearing no resemblance to the somber warehouses of earlier vintage, the new brick structure is as modern on the inside as it is on the outside.

Stock areas and merchandise are arranged to make the most effective and economical use of approximately 40,000 sq. ft. of floor space. Aisle-ways are good-size and uncluttered. Throughout the building all areas are scientifically illuminated.

AMPLE ROOM FOR WORKER TRAFFIC

Ample room is provided for worker traffic and for goods transfer. The latter activity is expedited through the use of conveyors and chutes that speed the flow of merchandise from one department to another.

The warehouse-building has a multiple-unit, water-cooled "packaged" air conditioner system. Five 11-ton Airtemp conditioners serve the sales warehouse. One 8-ton unit is used for the general office, one 3-ton for shipping and receiving.

Ceiling-suspended, horizontal gas-fired furnaces heat the sales warehouse.

REFLECTS PROGRESSIVE BUSINESS PHILOSOPHY

Building design and features are representative of the progressive business philosophy of owners Theodore and H. B. Arenowitch. The brothers long felt that a wholesale operation could profit from and should employ the same operational techniques used successfully by manufacturing and retail concerns. They especially noted that both segments were using air conditioning extensively and advantageously.

RETAILERS LINGER LONGER

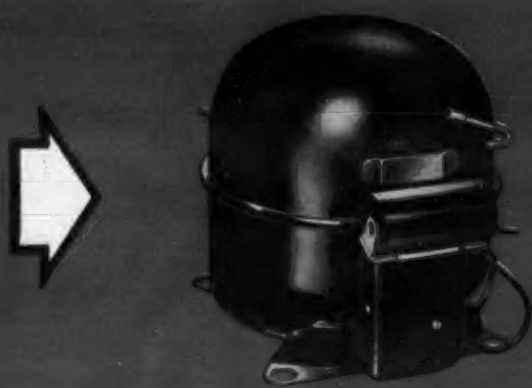
The new company headquarters epitomizes their belief that a modern, spacious, well-lit, air conditioned wholesale business place would induce retail business people to shop displayed merchandise more leisurely and as a result order additional items. Columbus retailers "are doing just that," it was pointed out.

Firms associated with the construction of the building include: J. N. Pease, architect; Murphy-Pound Construction Co., general contractor; Condition Air Co., air conditioning and heating contractor.

means

PROGRESS

1937



Model
S6N14 ¾ HP



Model
S1T16 1 HP

1957 — 29% Cost Saving Over 1950 Model B7616

1957 — 28.5% Cost Saving Over 1950 Model B7616

Still further advancements have been made. From the Model S7R16 design came the new single cylinder models above. The S6N14 is a ¾ HP, 7½ amp. hermetic compressor which permits the manufacturer to offer a room air conditioner that may be plugged into existing house circuits.

The S1T16 is a 1 HP, 12 amp. unit which may be operated off a single outlet 115 volt line.

This is Tecumseh PROGRESS working for you to provide better compressors for wider applications at the best possible price.

PRODUCTION GEARED TO YOUR NEEDS

Together with constant Engineering Vision aimed at continual product improvement, Tecumseh mass production efficiencies have kept pace. Savings and product improvements passed along to Tecumseh customers have given them advantages available from no other supplier.

Tecumseh production capabilities were dramatically proven during the growth of the room air conditioning industry. Anticipating a volume well beyond the general industry forecasts and realizing the highly seasonal nature of the demand, Tecumseh invested several million dollars to build a complete standby production facility for room air conditioner compressors. Completed in 1952, this line allowed Tecumseh to supply customers with their unprecedented and

unexpected demand for almost one million compressors in 1953! This actual production exceeded the most optimistic estimates by almost a half million units! Tecumseh VISION was directly responsible for the early realization of the industry's first million unit year.

However, mass production is not the answer in itself. Meeting delivery schedules for a wide variety of units, each engineered to individual needs, when and where the customer requires, is a recognized necessity. At Tecumseh this is possible because of strict production control and an experienced, capable labor force, long accustomed to meeting these exacting requirements. Continuing advancements in the best interests of the industry will always be the watchword at Tecumseh.

Refrigeration Industries

COMPANY

West Dearborn, Michigan

MARION, OHIO

TECUMSEH, MICHIGAN

Utilities' Look at Air Conditioning

Trane's Survey Among Firms Providing Electricity Reveals Growth in Various Areas, Effect on Power, Water Usage

LA CROSSE, Wis.—Substantial gains in air conditioning with predictions of consistent future growth are being reported in a survey of public utilities just completed by The Trane Co.

From responses received after querying 50 power companies and water departments in leading cities across the country, Trane has come up with these facts:

1. Every company participating in the survey reported marked increases in the installation of air conditioning in its area, as measured through tons of refrigeration on its lines.

2. The degree of increase was more pronounced in the south, but the difference between other

land areas of the country was not great, indicating that outside temperature alone is not responsible for the growth of air conditioning.

3. Central air conditioning systems are becoming increasingly popular for residence applications.

4. Commercial and industrial air conditioning are becoming a competitive necessity in many parts of the country.

5. Power and water companies expect an upsurge in the use of air conditioning in the years ahead and many are making plans now to meet the increasing demand on their facilities.

One highlight of the Trane survey was the developing trend

towards air conditioning in areas not normally regarded as outstanding markets because of their mild climates, it was disclosed.

Calif. Shows Increase

For example, air conditioning installations in northern and central California showed a sharp increase for 1956 over figures for 1955, according to Pacific Gas & Electric Co.

For the first eight months of 1956 industrial and commercial air conditioning equipment installed in these sections of California amounted to 7,600 hp. Projected for the entire year but taking into account the fact that air conditioning installations are normally lower during the

fourth quarter, the total figure will still be substantially higher than the 9,700 hp. for 1955, it was pointed out.

O. R. Doerr, vice president of Pacific Gas & Electric, said, "Until recently, it was rather generally assumed that the San Francisco Bay area needed no air conditioning because of the relatively low summer temperatures."

Cooling in San Francisco

"Three of the newest 8 to 12-story buildings now planned for downtown San Francisco will be completely air conditioned, however; and it appears that there will be a market for commercial air conditioning in our major office buildings from now on."

Another example came from Seattle. Here, the Seattle Dept. of Lighting reported that air conditioning installations totaling 519 hp. had been made through Sept. 30, 1956. Installations totaling 428 hp. were the

tops for all of 1955, the department said.

The department added, "Although the Seattle area seldom experiences excessive summer temperatures, there are many cases where the internal heat load of a building makes air conditioning mandatory. These internal heat loads are human heat loads of occupants, lighting and cooking heat, and heat of service machinery motors."

Replies to the Trane survey were made by Paul J. Raves, superintendent of lighting, and J. D. Gawne, electric sales supervisor.

Switching from the west to the east coast, the Trane survey noted trends there.

Cooling equivalent to the melting of 550 million pounds of ice daily is used in season by air conditioning equipment in New York City's Manhattan Borough.

Water Savers in N. Y.

Arthur C. Ford, New York City commissioner of water supply, gas, and electricity, reported that there were 18,527 water-cooled air conditioning units, totaling 275,218 tons of capacity in Manhattan Borough at the end of 1955.

Of the 275,218 tons, 230,942 were used with water conservation devices such as cooling towers, resulting in substantial water savings.

Eugene O. Bauman, chief of the department's bureau of water register, said the trend in the city's larger office buildings, hotels, and other commercial establishments apparently is away from window-box air-cooled units toward well engineered central systems with water conservation devices.

Plan Larger Mains

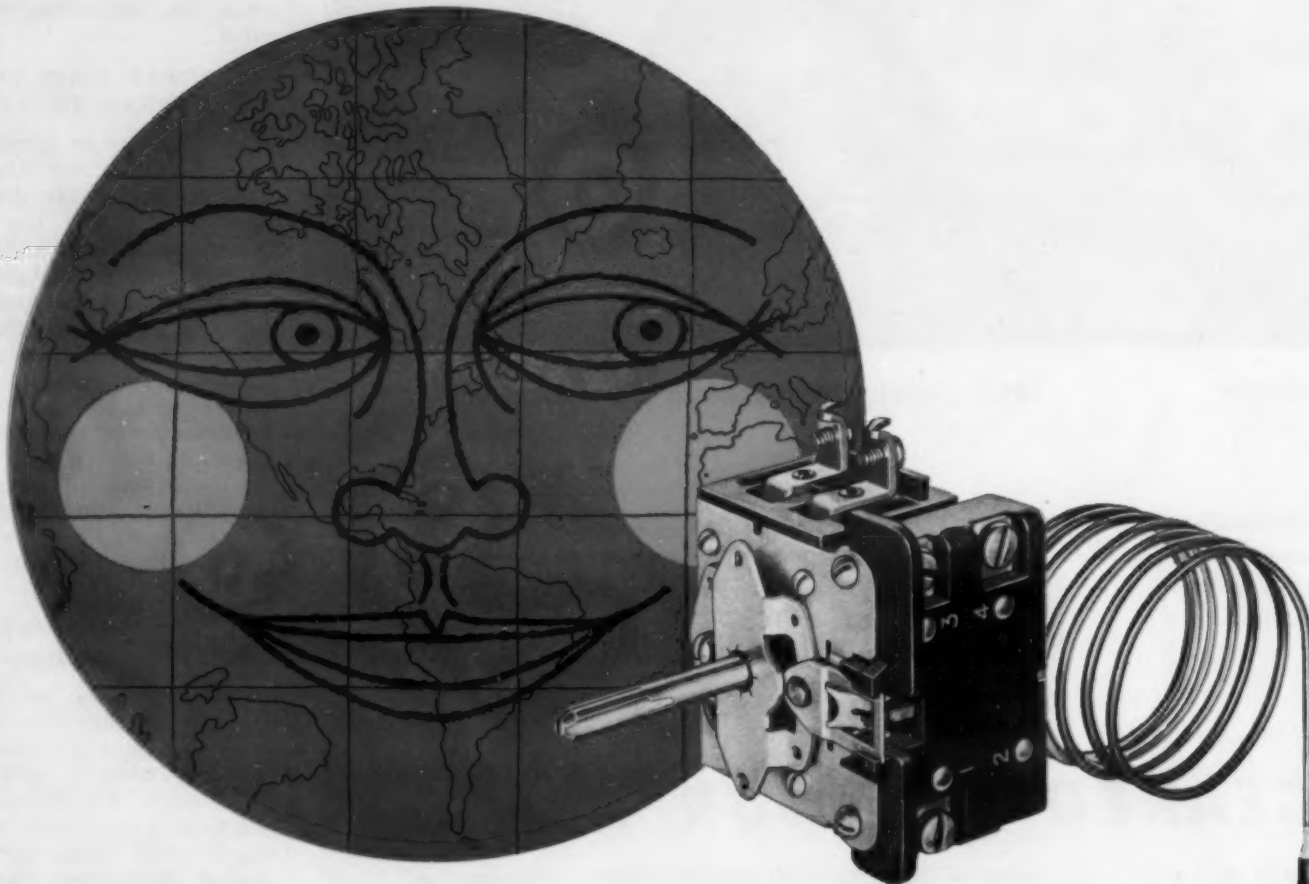
Present policy of the department is to enlarge all existing 6-in. and 8-in. mains in its grid-iron distribution system to a minimum size of 12 in.

"We feel," said Bauman, "that with recirculators being used for all air conditioning and refrigeration, our water supply and distribution system will be capable of handling all water demands made upon it."

Department regulations provide that all systems of air conditioning in excess of 6 tons be equipped with a water conserving device.

(Concluded on next page)

Make a Better Thermostat and the World Beats a Path to Your Door



THE WILCOLATOR SERIES G & GA IS NEW—YET 15 of 25 LEADING AIR-CONDITIONERS ARE USING IT

Here is a versatile new thermostat for cooling applications; higher rated for new heavy duty appliances and medium industrial requirements.

The GA version features a special switch, cam-operated from the dial shaft, capable of controlling several circuits with a single dial. In an air-conditioner this switch enables the G2A to provide for "OFF" position, "FAN ONLY" and "FAN AND COOLING" from a single dial shaft.

Amplitude can be factory adjusted to customer's specifications. Contact mechanism is not affected by vibration.

The Wilcolator G & GA is also made for heating applications and the G1A can control both "BAKE" and "BROIL" circuits for an electric range, and incorporate double pole break in the "OFF" position.

For full information, contact The Wilcolator Co. 1001 Newark Avenue, Elizabeth, N. J. Canadian plant: Wilcolator (Canada) Ltd., Mimico, Toronto, Canada.

SPECIFICATIONS:

Standard temperature range: 40° F Min., 550° F Max.

Special temperature ranges: to customer's requirements.

Type G1 and G1A: Contacts open on temperature rise.

Type G2 and G2A: Contacts close on temperature rise.

Contact rating: Type G1 and G1A, 30 Amp. 125 and 250 volts—AC non-inductive load.

Motor Ratings: Type G2 and G2A

VOLTS	RUNNING CURRENT	LOCKED ROTOR
120 AC	14 AMP	60 AMP
208 AC	14 AMP	60 AMP
240 AC	14 AMP	60 AMP

Both motor and non-inductive ratings Underwriters listed and approved.

Mounting: Back of panel or in enclosure.

Terminals: Screw Type, AMP or Arkles. Standard shaft size — 1/4" flatted to .156". Length to customer's specifications.



- ◆ Extra-large storage
- ◆ Safety from freeze-up
- ◆ Fast hourly recovery
- ◆ 20-year life construction

Capacities: 5 to 500 g.p.h.
Storage: 2 to 240 gals.

Water coolers for all uses factory-packaged with your condensing unit. Write for literature.

FILTRINE MFG. COMPANY
216 W. PROSPECT ST. • WALDWICK, N. J.

Utilities On Air Conditioning--

(Concluded from preceding page)

In the Baltimore area, the Trane survey revealed that air conditioning installations ran about 50% greater for 1956 than for 1955.

The estimate of 50% increase was made by the Baltimore Gas & Electric Co. It said the estimate was based on its records of horsepower installed in air conditioning installations for the first 10 months of 1956.

Sales in Baltimore

In 1955, the company said, there were 862 air conditioning installations totaling 18,572 hp. This compared with 848 installations totaling 22,700 hp. in 1954. The total of such installations, as of Dec. 31, 1955, was 6,520 with 137,304 hp. These figures did not include window air conditioners.

Self-contained room cooler unit sales were: 1955—14,884 units, 13,476 hp.; 1954—10,175 units, 8,581 hp.; total as of Dec. 31, 1955—50,855 units, 41,441 hp.

A 140% increase in air conditioning tonnage installations in the Pittsburgh area by 1965 was forecast by Duquesne Light Co., the Trane survey reported.

Picture in Pittsburgh

Duquesne Light reported that there were 87,500 tons of air conditioning capacity on its lines, including Allegheny and Beaver counties.

Of this total, 6,000 units totaling 65,000 tons were installed in commercial establishments such as stores, offices, theaters, and institutional buildings. About 13,500 tons were installed in residences. Installations of various sizes in industrial plants totaled 9,000 tons.

The company said its studies lead to a forecast of 125,000 tons of additional air conditioning by 1965.

In the midwest, the report from Chicago was typical. Here a big increase in air conditioning installations was predicted.

The Chicago Dept. of Water and Sewers estimated that through 1955 there were 255,000 tons of water-cooled air conditioning in operation in Chicago.

Chicago Checks Water

Commissioner James W. Jardine said that estimates of 560,000 tons of water-cooled air conditioning in operation are forecast by 1960 and that plans now are under study for controlling water consumption by requiring use of conservation devices.

An indication of conditions in the south can be achieved by studying typical reports from Houston and New Orleans.

In Houston, a steady increase in the installation of air conditioning equipment over the past few years was reported in the Trane survey.

The Houston Lighting & Power Co. said 1955 installation figures included 1,524 residential units totaling 6,908 tons of air conditioning capacity, 944 commercial and industrial installations totaling 19,994 tons, and 56,453 window air conditioning units totaling 58,588 tons.

For 1954, comparable figures were 1,213 residential installations totaling 5,787 tons, 835 commercial and industrial in-

stallations totaling 18,718 tons, and 48,188 window units totaling 45,279 tons.

Increases have been noted in all types of installations since 1946, the company reported, except that capacity of new commercial and industrial air conditioning installations went from 12,668 tons in 1949 to 9,430 in 1950. The number of such installations went from 334 to 421 in two two years.

New Orleans Public Service, Inc., through General Sales

Manager E. N. Avegno, reported that commercial and industrial air conditioning installations made in 1955 totaled 4,200 tons of capacity, as compared with 3,370 tons for 1954 and 1,545 tons for 1953.

Frigidaire San Diego, Cooling School Mar. 20

SAN DIEGO, Calif.—Frigidaire has announced that a residential air conditioning and heating installation and service school will be held here March 20-21. Two evening sessions are at 5801 Fairmount Extension.

Jarvis Engineering Formed From Two Boston Companies

BOSTON—Merger of the air conditioning and refrigeration firm of Jarvis Engineering Co. and the heating and piping firm of Walworth, English, Flett Co. has been announced.

To be conducted under the name Jarvis Engineering Co., the joint business will be quartered at 51 Ellery St., South Boston. Kenneth P. Abbott, formerly treasurer of Walworth, English, Flett is now vice president of Jarvis.

Tight Money 'Not Likely' To Deter Store Expansion

CHICAGO — The "tight money" situation is not regarded as likely to deter supermarket expansion plans this year, according to reports from the Super Market Institute's recent general management meeting.

Tight money and other factors have created a tendency to study things a little closer than during the "easy business days" just after World War II, it was noted, but the firms represented plan to proceed.



NEW 

LIQUID INDICATORS

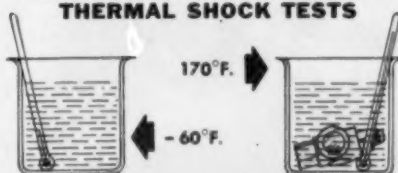
(DOUBLE PORT—NON-DIRECTIONAL)

Hermetically Sealed!

Permanently Leakproof!

Thoroughly Lab and Field Tested!

THERMAL SHOCK TESTS



Indicators placed in liquid at -60°F. for one minute, then immediately immersed in 170°F. liquid with no adverse effects.



BURST TESTS

Hundreds of tests in the burst chamber show these indicators to withstand pressures in excess of 2000 p.s.i.



DROP TESTS

Repeated drops from a 16 foot height to a concrete floor have not impaired hermetic sealing or full efficiency.

VIBRATION TESTS

Liquid Freon F22 was sealed inside DFN Liquid Indicators, then placed on a vibrating test table for days, without leaks or damage.

NO

- GASKETS
- SPRINGS
- LEAKS
- GADGETS TO FAIL

OTHER FEATURES

2 large viewing windows • Crystal clear Undistorted view • Rugged Forged Brass Body • Permanent Hermetic Sealing • Unrestricted flow

The revolutionary new, trouble-free Model 75 DFN Liquid Indicators offer all these advantages—yet cost you no more.

Examine the new DFN Liquid Indicators at your wholesaler. Note the ruggedness—workmanship—simplicity. Install them on your next job—they'll serve and save for years. Available from stock, in 16 connection sizes to meet all refrigeration needs.

Made and Guaranteed by the makers of



DRIERS—FILTERS—STRAINERS

THE McINTIRE COMPANY, Livingston, New Jersey

(Since 1925)

How To Use 'Climatic Odds' In Projecting Probable Air Conditioner Demand

Meteorologist Says Weather Is of 'Unique' Importance In Marketing Units

The accompanying article is not a long-range weather forecast. But it is an expert's opinion on how long-time weather records can be used to offer some idea of the "probabilities" of weather for a specific time in a particular locality.

The author is an authority in this field, for as a consulting meteorologist he has specialized in analyses and advisories for marketing weather-sensitive products and services.

Near the conclusion of his article he has some particularly relevant thoughts with regard to those merchandisers of air conditioners who reduce prices before the real "selling season" actually starts.

By Loren W. Crow, Consulting Meteorologist, Denver

What are the "climatic odds" that your supply of room air conditioners will meet the demand next summer? What are the "climatic odds" that the demand, due to weather, will be greater or smaller in your immediate marketing area than it was last season?

The answer to these questions can be determined by a careful examination of past weather data for each particular area of concern.

The "climatic odds" are approximately 6 to 1 that the July average temperature in New York City during 1957 will be higher than it was in 1956. However, the odds are very high that July temperatures of 1957 will not equal or exceed the all-time record heat experienced in July of 1955.

For Chicago, the "climatic odds" are greater than 4 to 1 that the average monthly temperature for June, 1957, will be colder than in 1956. This, of course, is for just one month, but it is a very important month in the marketing of room air conditioners. Colder weather would mean a correspondingly lower number of room unit sales to the public.

The above statements are merely statements of fact in terms of probabilities and not specific weather forecasts. However, in making planning decisions executives can use any help they can obtain to evaluate the many variables they must consider.

WEATHER FORECAST vs. "CLIMATIC ODDS"

There is, of course, a desire for, a need for, and a very good use for highly accurate long-range weather forecasts, which will give manufacturers, distributors, and dealers the weather picture several months in advance.

Such forecasts are not currently available. Research and progress in this field are very slow. The time required to test properly any newly-developed technique is such that improved differences can only be proved in intervals of 10 or more years. Fifty to 100 years hence, there will still be a need for more accurate long-range temperature forecasts.

Having accepted the above facts, we must then use the best information that is currently available. It is the intent here to emphasize the uses which can be made of material obtained from detailed examination of past climatic data.

By using such data, the "climatic odds" can be given for

CLIMATIC RANGE REMAINS UNCHANGED

It is important to understand that climatic range continues to be satisfied at any one location over long periods of time. The variations in hotness in two succeeding seasons may differ considerably, but both of the seasonal values will remain within the climatic range for that location.

When a description is given of the summertime climate at a specific location, the most complete picture of the climatic range is shown by presenting the entire array of past data, both on a time scale and a frequency scale. If the period covered extends over 40 or 50 years, this gives a very good definition of the climatic range for that particular station.

Most of the values will fall

somewhere near the median value, and there will be infrequent occurrences of values near the extremes. The longer the period covered, the less chance there is that any future value will be an extreme which is either colder or warmer than the extremes already established.

CLIMATIC CHANGE EXTREMELY SMALL

Although we have overwhelming evidence that there is a constant gradual change of the climate in every area of the globe, we can also be sure that these changes are very, very slow in their occurrence. A recent research report dealing with temperature at St. Louis showed that climatic change can and does take place at a rate of approximately 1 degree in 50

years. This would mean a change of only 1/50th of 1 degree each year.

DEVELOPMENT OF "CLIMATIC ODDS" VALUES

An examination of Fig. 1 will show the background for development of the statement that the odds are greater than 4 to 1 for a colder June, 1957, than the temperatures recorded in Chicago in June, 1956. This does not rule out the chance of a hotter June in 1957. There is about a 20% chance that it will be hotter.

After careful adjustment was made for all the temperature observations made at other earlier thermometer locations (temperatures are now recorded at the Midway Airport Station) comparable values are presented for

(Continued on next page)

NEW AMERICAN-Standard AIR CONDITIONING



Loaded with extra-quality features to give you the edge over competition!

Don't be misled by the competitive low price. This is a superbly engineered, quality-built unit that will do an A-1 air conditioning job in the small or medium size house. One reason it excels in its price class is *continuous* air circulation and dehumidification... gives your customer uniform 24-hour-a-day comfort! This is made possible by twin compressors: on extremely hot days one operates constantly, the other cuts in and out automatically as needed to maintain ideal temperature and humidity levels. The 2-hp and 3½-hp sizes give you the immediate opportunity to sell the volume market, win satisfied customers, and strengthen your position as an air conditioning specialist.

SELL ON AMERICAN-Standard
HOME COMFORT PAYMENT PLAN—
NO MONEY DOWN—TERMS UP TO 36 MONTHS

NEW! AMERICAN-Standard PRE-FABRICATED DUCT SYSTEM

Kit includes pre-fabricated, pre-cut, aluminum-clad fiber glass ducts, air diffusers, return grille and filter. Speeds installation... adds extra profit to every job.

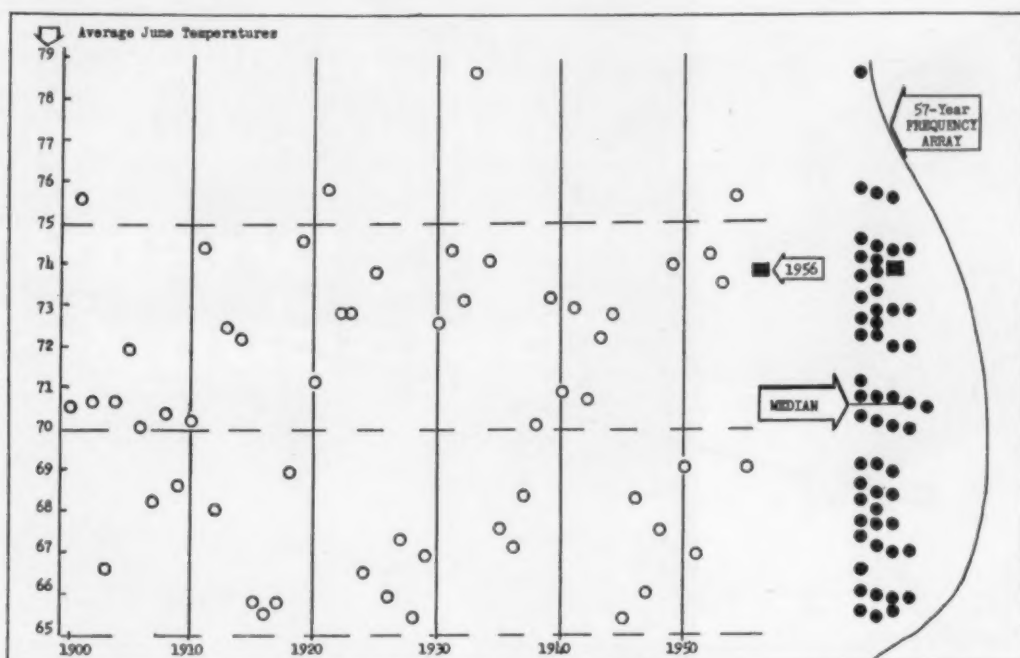


FIG. 1—Historical record of June temperatures (adjusted to compare directly with current thermometer locations) at Chicago from 1900 through 1956. Also shown is 57-year frequency array.

'Climatic Odds' On Cooling Demand--

(Continued from preceding page)

57 Junes (since 1900) at Chicago. All of the values shown are directly comparable to the present location of thermometers at the airport. At the right hand side of Fig. 1 is shown the frequency array of the various values which were recorded during the 57 Junes.

June, 1956, is shown by a small square in both the time series and the frequency array. It will be noted that this was among the warmest which have been recorded in Chicago. In fact, there have been only 10 Junes that were warmer, and 46 that have been colder. There has been only one instance in the 57-year period when an average June temperature as hot or hotter than June, 1956, was followed by a succeeding June which was also hotter than June, 1956.

The next question to be asked would be "How much colder?" is it likely to be in June, 1957, in Chicago. While a single specific forecast is not possible by the use of a "climatic odds," the frequency array shows that the highest probability would be for some value between 1 and 6 degrees below what it was last June.

It should be emphasized here that the greatest use of "climatic odds" is for giving an indication of the direction of change to be expected.

The "climatic odds" for June, 1957, are different at each location. Although they show a somewhat pessimistic outlook for June at Chicago, each marketing area needs to be treated separately. In Atlanta and Memphis the "climatic odds" favor a warmer June in 1957 than they had in 1956.

The "climatic odds" can be determined on a monthly or seasonal basis for any given marketing area. In their use on a seasonal basis some arbitrary weightings are needed to assign each monthly value its proper share of influence. Every season contains both abnormally hot and abnormally cool periods. The most units will be sold by those organizations who are prepared to exploit the added opportunities afforded them in the hotter periods.

MEASUREMENT OF ABNORMALITIES IN NUMBERS OF UNITS REQUIRED

Even if a detailed accurate forecast were available for future temperatures, it is extremely doubtful that very many distributors or dealers would be able to interpret this forecast in terms of the number of units that might be required in a particular marketing area.

Neither is it to be expected that there can be a fine detailed figure determined even with the greatest amount of scientific endeavor. The best that can be hoped for are some approximations.

Based on some analysis work done for the Central Management of Carrier Corp. during this past year, comparisons were made in the percentages of annual numbers of units which were delivered from distributor to dealers with various temperature anomalies at 22 cities throughout the United States.

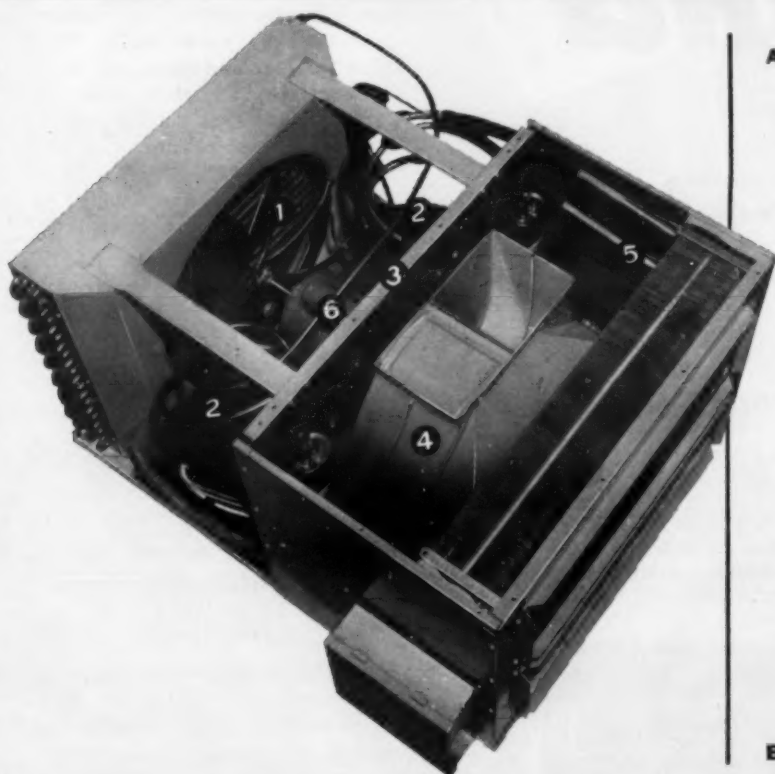
Along the bottom scale of Fig. 2 is shown the plus and minus June temperatures which occurred at the various cities. The vertical scale gives the per cent of the annual total number of room units which were moved to the dealers in June.

It is quite obvious that there is a direct response to warm June temperatures as compared with old temperatures. If the temperatures are minus 3 or colder, it appears that only about 10% of the annual total will be moved from distributor to dealer during the month of June. This can be contrasted with values from 20 to over 40% that are moved from distributor to dealer with months that are plus 3 or more above the normal temperature.

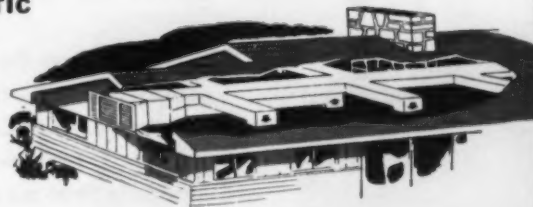
(Continued on next page)

\$499⁵⁰ AIR-COOLED PACKAGE READY NOW!

Suggested Retail Price

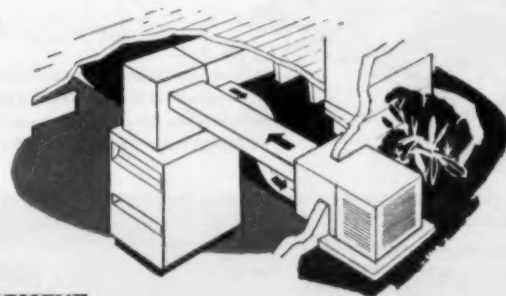


ATTIC



Quick, Easy Installation

The self-contained, air-cooled unit tucks away in attic, in crawl space under house or can be extended through house wall.



BASEMENT

1 SPECIALLY DESIGNED CONDENSER FAN draws in huge volumes of fresh, outside air for maximum efficiency. Moisture removed from the inside air during cooling is blown against the condenser, adding extra cooling capacity.

2 POWERFUL TWIN COMPRESSORS instead of the usual one. Single compressor maintains proper humidity and temperature on normal summer days; on extremely hot days both compressors operate to insure complete comfort.

3 100% HERMETICALLY SEALED refrigerant circuit covered by 5-Year Protection Plan.

4 HIGH-CAPACITY EVAPORATOR BLOWER is whisper-quiet and balanced to the extra-large cooling coil area; engineered for comfortable, draft-free air delivery.

5 EXCLUSIVE HEAT EXCHANGER utilizes "cold" gas leaving evaporator to reduce temperature of "hot" liquid refrigerant entering the cooling coil by as much as 20 degrees. No cooling capacity is wasted—it's all kept inside the house.

6 PERMANENT SPLIT-CAPACITOR MOTORS are resilient mounted and thermal overload protected for quietness and improved safety.

Contact your American-Standard Air Conditioning Distributor listed in the yellow pages of your telephone directory

AMERICAN-Standard

AIR CONDITIONING DIVISION

ELYRIA, OHIO



For more information about products advertised on this page use Information Center, page 66.

'Climatic Odds' on Demand--

(Continued from preceding page)

It is unfortunate that industry-wide detailed records of daily and monthly sales at the dealer level are not available anywhere. However, it can generally be assumed that the high shipments from distributors to dealers in June were in response to high sales at the dealer level.

In translating the findings of Fig. 2 in terms of numbers of units we can use an example of a marketing area which might be expected to absorb 50,000 units for the entire season with normal weather conditions. If a cold June (minus 4° anomaly) occurred in this marketing area, only 5,000 units would be moved in June (10% of 50,000).

If, on the other hand, temperatures were extremely warm, as many as 20,000 units might be moved in June.

To obtain the specific values for a particular marketing area careful analysis should be made of several years of past data to determine the growth pattern. This can best be done by normalizing the data for each season. This, in effect, is an attempt to estimate the numbers of units that would have been sold with normal weather, rather than the actual values which were sold.

GROWTH IN ACCEPTANCE IS GOOD

In making a careful analysis of several marketing areas, it is noted that the growth in acceptance of room air conditioners has been very good by the public in the past five or six years.

While it is true that the greatest single variable continues to be the fluctuations in

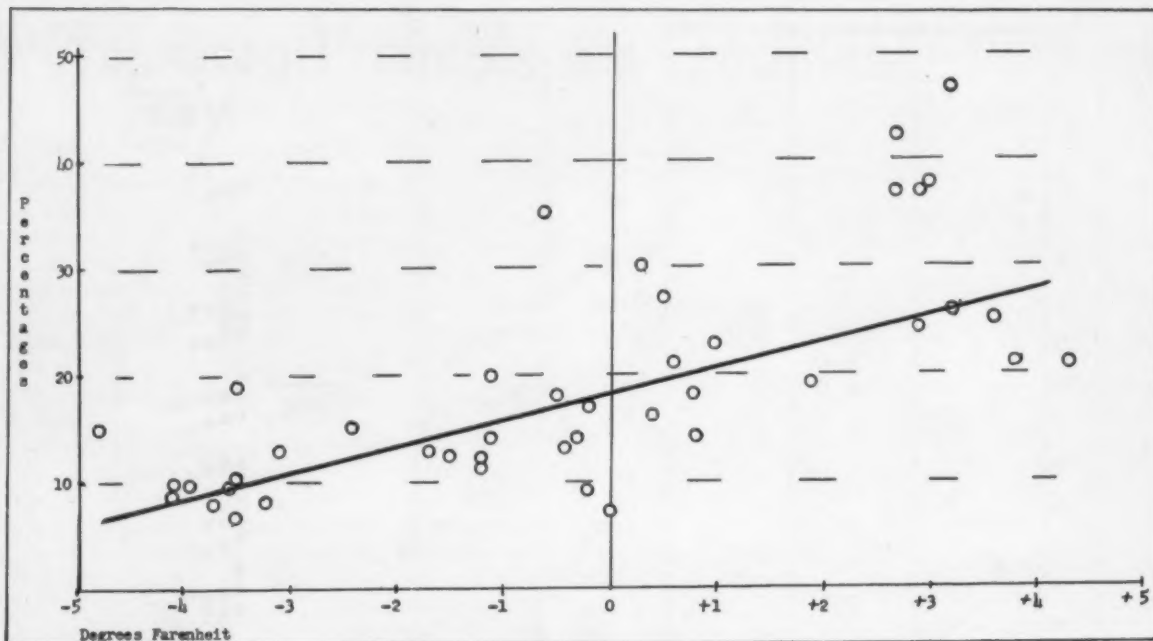


FIG. 2—Relationship between temperature abnormalities and the per cent of the annual total shipments from distributor to dealer during the month of June—based on 1954-55 data.

the weather, it is also true that even with a month or season of abnormally cold temperatures, there is a sizable market for room air conditioners.

The projection of the normalized growth pattern gives a middle value for the subsequent season that can be expected as the numbers of units to be marketed in that particular area.

In addition to the middle value, it is possible to plan for the possible ranges of influence of either hot or cold temperatures which may develop and thus directly effect the future marketing of room units. The value of each degree of temperature is not the same in terms of units. If the temperatures are plus 6, the sales can be expected to increase by a larger amount than twice the increase they would have with a plus 3.

Conversely, even though the temperatures are cold, there is probably not a corresponding decrease in number of units sold from the numbers that would be sold with normal weather. Thus, the effect of temperatures is not uniformly arranged around the middle temperature value.

WHY IS A ROOM AIR CONDITIONER A DIFFERENT TYPE APPLIANCE?

In the past several years it has developed that most room units are handled by stores that also handle other types of electrical appliances. It would appear that very little effort has been expended to impress the appliance dealers with the unique importance of weather in the marketing of room air conditioners.

In spite of the honest desire to spread the sale of room air conditioners throughout the entire year, there will continue to be a summertime peak in their sales since the use season is a limited one, and will remain so. Room air conditioners will be sold by good salesmen at any time throughout the year, but the bulk of sales will continue to remain in the period between April and August.

No other major appliance has such a limited use period, and thus a corresponding peak period for its sales. It would appear that the dealers should become completely familiar with this season, and gear their pro-

(Concluded on Page 47, Col. 1)

4 with More! from Amana



Here's a hot Quality Quartet that's the hit of the '57 Air Conditioning season! Fast-moving models that mean top profit, peak traffic for all Amana dealers...

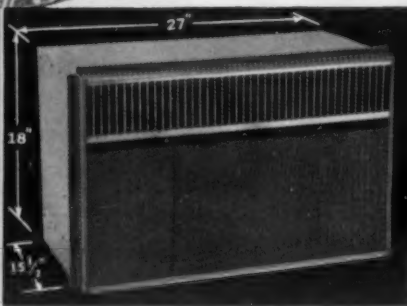
The all-new, smartly-styled

"Decorator"

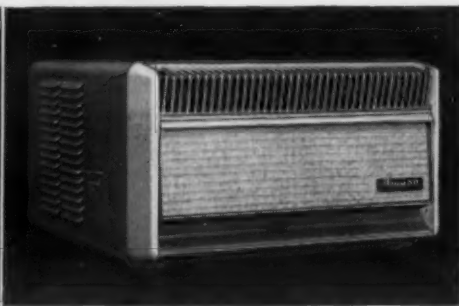
model line with a snap on convertible front panel. The fresh idea in window units that lets housewives match their room decor has gone over with a bang! Available in every size and voltage from ¼-H.P., 115 Volt to the 2-H.P., 230 Volt.



The extra-economical, 115-Volt, one-horsepower, "Deluxe" . . . A plug-in model, built for most standard wiring.



And Amana's ultra-low thinner-than-thin, "Slim-Lo" model is already taking its place as a star performer in '57.



Sensational new Amana 2-H. P. Room Conditioner, feature packed, and smaller than you'd dream it could be.

This handsome Amana quartet of Room Air Conditioners can mean a substantial difference in your net dollar per sale volume this year. Here's why. For 1957, Amana is backing this sure-fire profit foursome with an outstanding program. This is more than just trade talk . . . you'll find we have trade terms that talk profit for you!

Incidentally, why not be our guest at Miami? Pick the time that suits your season, your family, and your business; then seek the sun in Miami on Amana! You'll find this Travel Plan pleasurable, and really practical.

Learn how . . . call your Amana distributor, or mail this coupon today for fast action.



Producers of World-Famous Amana Freezers "Guaranteed to Outperform All Others" • Freezer-Plus-Refrigerators • Built-In Freezers and Refrigerators • Room Air Conditioners • Central-System Air Conditioning • Deepfreeze® Chest Freezers



AMANA REFRIGERATION INC., AMANA, IOWA



Amana Refrigeration, Inc.
Amana 14, Iowa

Gentlemen: I would like to know more about the new Amana Air-Conditioning line for '57; special Hi-Profit Plan; and the Miami Beach Story. Please send me details.

Name _____

Address _____

City _____ State _____

YOUR BEST
PROSPECTS ARE
"Inland
Educated"



Look, Mr. Dealer! Here's an idea that's as fresh and welcome as a crisp, cool breeze on a hot summer's day.

Saturday Evening Post and Better Homes and Gardens' readers will think so, too, as they learn, through Inland's beautiful eye-catching, full-color advertising, about the season's most glamorous new refrigerator accessory—at their dealers.

So be ready. Be sure your refrigerators come through equipped with the new "Magic Touch" Handi-Stor Trays and Ice Chest. Demonstrate these colorful, bright, new Inland Trays in a brand new refrigerator... and sell 'em both.



NOW!
Just touch the lever
...ice cubes pour down!

"Magic Touch" lever releases trayful of cubes into Ice Chest!



Ice Chest stores loads of cubes and is handy server at table or counter!



INLAND "Magic Touch"

HANDI-STOR ICE CUBE TRAY

Imagine the convenience! Just pull down on the "Magic Touch" lever and presto! A trayful of hard, dry ice cubes falls into the Handi-Stor Ice Chest. And it's all done right in the refrigerator! No muss. No fuss. And your hands stay dry! Trayfuls of ice cubes are stored—always ready to use. "Magic Touch" trays come in colors of bronze, blue, gold or aluminum with Ice Chest to match. Ask your favorite store for "Magic Touch" Handi-Stor Trays and Ice Chest for the freezing compartment of your present refrigerator or freezer.

Be sure the refrigerator you buy has New "Magic Touch" Handi-Stor Ice Cube Trays. Ask your dealer.



INLAND MANUFACTURING DIVISION
General Motors Corporation, Dayton, Ohio



word's gettin' 'round

... about the wonderful, wanted features of Inland's new "Magic Touch" Handi-Stor-Ice Tray and Ice Chest, and every time you or your salespeople demonstrate and sell one, you can be certain word will get around.

Truly, Inland's new "Magic Touch" Handi-Stor Ice Cube Tray and Ice Chest is a storehouse of exciting features... from the lovely bronze, blue, gold, and aluminum colors to the bountiful supply of hard, dry ice cubes it holds... a topic of conversation in itself.

So be sure your refrigerators are sales-ready... sales primed with beautifully attractive, nationally advertised Inland "Magic Touch" Handi-Stor Ice Cube Trays and Ice Chests... today. Demonstrate this new sales appeal. Stock up on them... order today.

Ice cubes pour down by the trayful!



INLAND "Magic Touch" HANDI-STOR ICE CUBE TRAY

It's new! It's wonderful! It's ice cube magic! All you do is put the new Handi-Stor Tray in place, pull down on the "Magic Touch" lever—and instantly a trayful of hard, dry ice cubes drops into the insulated Ice Chest. Several trayfuls can be stored at the same time ready to use. "Magic Touch" Handi-Stor Trays are available in colors of bronze, blue, gold and aluminum with Ice Chests in matching colors. The colorful Ice Chest is handy in the kitchen, or as a buffet accessory for serving guests.



"Magic Touch" Lever releases a trayful of cubes into Ice Chest



Ice Chest stores loads of cubes, and is handy at table or counter

Be sure your new refrigerator is equipped with Inland "Magic Touch" Handi-Stor Trays. Ask your dealer for them.



INLAND MANUFACTURING DIVISION
General Motors Corporation, Dayton, Ohio

'Climatic Odds' - Packaged Units Offered In 7½ Through 60 Hp.

(Concluded from Page 44, Col. 5) motion efforts accordingly.

Just why large department stores, as well as certain notable discount houses, should offer large discounts on room units in May and June is a bit of a puzzle to a meteorologist. This occurs at a period in the year when the "anticipated discomfort" of the customer for the season ahead is probably at its peak. The really hot season has not yet started, and he has the advantage of being able to keep himself cool for the entire season if he acts in May and early June.

There is an additional impulse which begins to grow in June and increases until the peak of the summer heat season. This might be titled the "current discomfort" impulse.

A hot day in the middle of June gives the potential customer "current discomfort" and forces him to realize that there are still many hot and hotter days ahead. This should furnish him with a real reason to purchase a room unit.

CARRY-OVER INFLUENCE OF HOT WEATHER

Even though there is a large increase in sales on a current basis within that same season due to abnormally hot weather, there is also a carry-over influence throughout the following winter and spring season. This can account for an additional 10 or 20% in the following season's total sales.

With the fairly rapid growth in acceptance which has been taking place for the past several years, it is somewhat difficult to determine what actual percentage values can be assigned to this carryover affect. However, it is quite evident in the detailed data for several marketing areas.

"Climatic Odds" are primarily for use in long-range planning. Such planning could affect advertising schedules, production schedules, distribution contracts, promotion schedules, shifting of goods, etc. In all cases these are items in which decisions are now being made several months in advance.

Careful analysis of past climatic data is required for each respective area. When several are served by one company an over-all figure of "climatic odds" can be obtained by proper weighting of each area in terms of its relative importance to that particular company. A better understanding of the details relating the weather to room unit marketing, should lead to better planning throughout the industry.

Snipes To Install, Service Refrigeration, Cooling Units

HUNTSVILLE, Ala.—Thomas (Mack) Snipes recently opened the Snipes Refrigeration Co. here at 927 Franklin St.

He will service and install both domestic and commercial refrigeration and air conditioning equipment, it was reported. Snipes was formerly associated with H. Ryan Co. and completed a two-year course in refrigeration at Alabama Trade School in Decatur.

JOHNSTOWN, Pa.—Flexibility and ease of installation in the field are prime advantages claimed by National-U. S. Radiator Corp. for its new line of packaged air conditioners designed for commercial and industrial use where water supply is limited.

Completely self-contained, both units are available in sizes of 7½, 10, 15, 25, 30, 40, 50, and 60 hp. with accessory parts which include heating coils, flat or V type filter sections, and capacity controls, the company explained.

Model AECR, available in 12 arrangements, has unloaded starting devices. Model SCR with water-cooled condenser has five vibration rails, needs only be connected with power, duct-work, and water, the firm said.

UCLA-Heating, Cooling Group

Propose Joint Environmental Control Institute for Sept.

LOS ANGELES—Joint meetings were launched recently on the UCLA campus between committees from the School of Engineering and the Institute of Heating & Air Conditioning Industries for a joint institute next fall on environmental control as it affects human health and comfort.

A tentative date was set for the institute for next September, a working subtitle was adopted of "Designing The Artificial Climates For Southern California," and an agreement reached for subcommittees to begin work on an agenda March 19.

The institute, part of the heating and air conditioning in-

dustry's upgrading program of public education under a so-called Stamp Plan promotion, will cover year-round air conditioning and smog, air conditioning as a factor in reclamation of the California desert, and the sun and other energy sources.

Architects, builders, and engineers will be invited to participate with industry members.

The university was represented by Jack Dillon and Sam M. Houston, assistants to Dean L. M. K. Boelter of the School of Engineering; Dr. Craig Taylor, biophysicist; and Associate Professors Albert F. Bush and Harry Buchberg, all of the School of Engineering.

Spokesmen for the industry

were Robert M. Johnson, past president of the institute; Ed O'Callahan, chairman of the education committee; William L. Hoyt, Jr., chairman of the standards committee; Sam Jaffe, publisher of *Building News*; William Oldham, assistant chairman of the Advertising and Public Relation Committee; and Joe Alvin, public relations director.

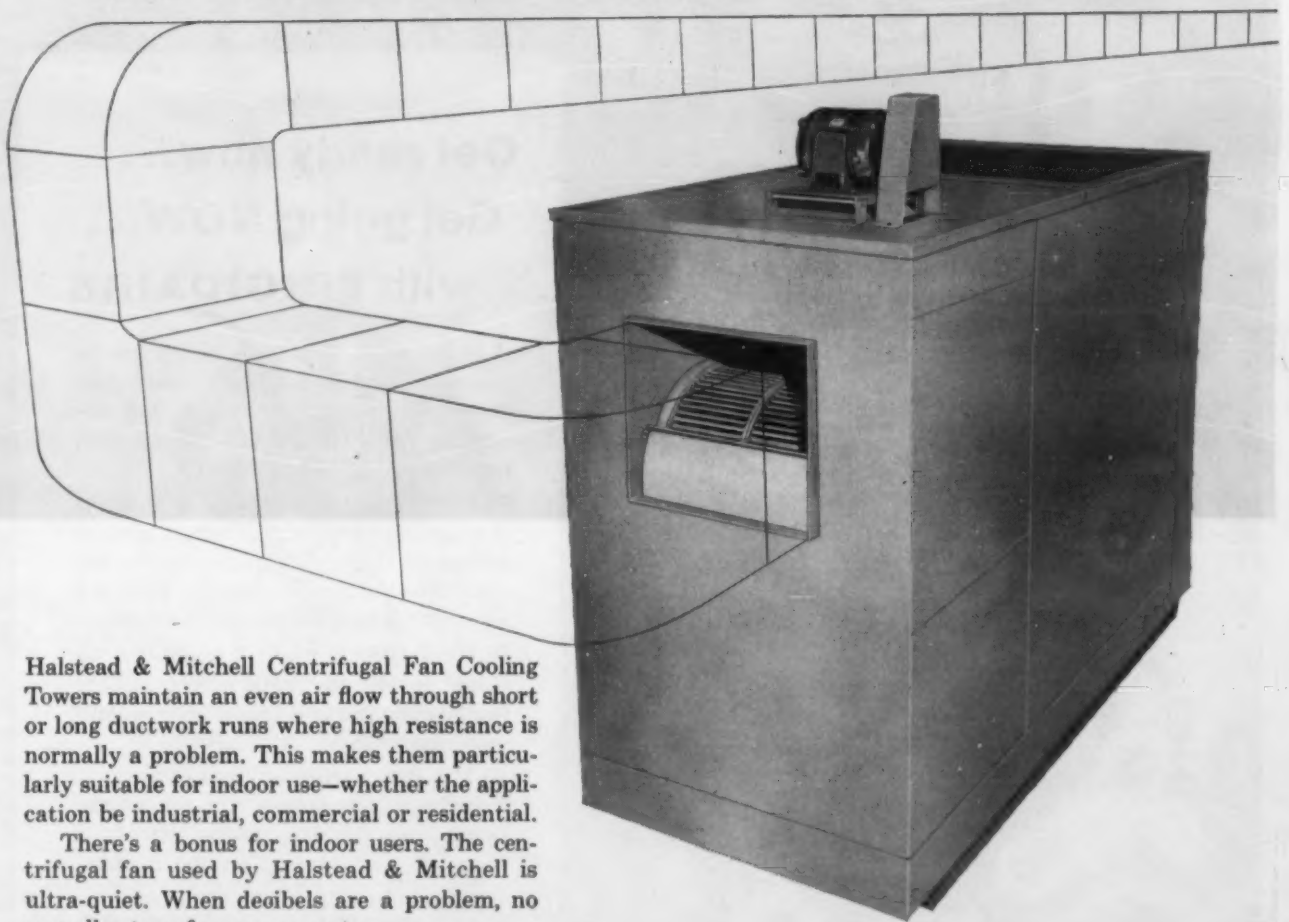
The joint committee will be streamlined to six members to facilitate planning.

Toledo ASHAE Cited for Cooling Research Exhibit

TOLEDO — James F. Guest, president of the Toledo Section of the American Society of Heating & Air-Conditioning Engineers, accepted a citation, in behalf of his group, for an exhibit showing progress in research in air conditioning.

SO HALSTEAD & MITCHELL ENGINEERS SAID:

CENTRIFUGAL FAN COOLING TOWERS ARE IDEAL FOR LONG DUCT RUNS



Halstead & Mitchell Centrifugal Fan Cooling Towers maintain an even air flow through short or long ductwork runs where high resistance is normally a problem. This makes them particularly suitable for indoor use—whether the application be industrial, commercial or residential.

There's a bonus for indoor users. The centrifugal fan used by Halstead & Mitchell is ultra-quiet. When decibels are a problem, no propeller-type fan can compete.

Like all H&M Cooling Towers, these units conserve up to 97% of cooling water used in air conditioning and refrigeration applications. The 20-Year Guarantee on the wetted deck wood against failure due to rotting or attack by fungus is offered by Halstead & Mitchell exclusively. Cabinet steel is triple-protected for extra long life.

TAKE-APART, TOO!

An especially interesting optional feature of the H&M Centrifugal Fan Cooling Tower is found in the Take-Aparts. These can be dismantled for installation in difficult places by removing a few bolts. Basement or rooftop installation becomes easy. The Take-Apart feature is not standard, but may be ordered as an optional extra.

Centrifugal Fan Cooling Towers are available in 5 through 25 ton sizes, or may be paired when larger capacities are required. Write for full details in Bulletin CF 600. Halstead & Mitchell, Bessemer Bldg., Pittsburgh 22, Pa.

AVAILABLE AT LEADING WHOLESALEERS EVERYWHERE



Selling for Profit—(In Residential Air Conditioning)

1. Why the 'Health Factor' Is of Such Importance
2. Can't Sell Residential Like You Sell Commercial

By Frank Klein

The entire answer to selling for profit in the residential cooling market is tied up with imaginative and intelligent selling and sales promotion.

In much that follows you will find words, yes even clichés that you have heard before. It is my intent to give them a new and greater meaning. In much that follows you will find outlined, fundamentals, that all too unfortunately have become such accepted facts that they are left to assumption. It is my intent to rehash, rephrase, and re-emphasize these regardless of the extent of your technical and sales knowledge.

If these repetitions seem at

first glance boring to you, let me remind you that were you aware of them as you lead yourself to believe were you employing the fundamentals which you know so well to the best possible advantage, there would be little need for reading this at all, nor would you be seeking so earnestly and often desperately for the answer to selling profit in the residential cooling market.

Thus let us start with a basic fundamental question that you think you know the answer to:

WHAT HOT WEATHER DOES TO US

Some who read this may know

some of the technical facts involved—most of course, will know the mechanics involved; some may even know both. Yet how many of your prospects, in the length of time you have sold air conditioning products, have been interested in the technical facts or the mechanics of the refrigeration systems involved? I think you will agree, that few if any evidenced such interest.

On the other hand, the fact—supported physiological results of hot weather ARE of interest to a prospect—if he could find someone to tell him what they are.

Or he would be highly inter-

ested, if he understood that excessive heat and humidity, in excess to his body temperature, under normal not withstanding excessive and startling strain, are one of the killers of all time. If you stop to think, being comfortable via cooled, conditioned air is a state of being, in this marvelous age of mechanical and technical progress, that people are learning to accept like ham and eggs for breakfast.

What benefits they gain under such conditions, are today ignored as a sales tool for intelligent sales promotion by you men who seek "The Answer."

We go on in our daily routine of letting the assumed facts stand that, (1) one is either cool in hot and humid weather in air conditioned atmospheres or (2) hot and uncomfortable when not in air conditioned atmospheres.

The physiological effects of air conditioning is the **GREATEST SELLING TOOL** you have, if you want to enter the, and be a success in the, residential cooling field. Up to the present, many of you who read this have entered and still derive the majority of your income from "commercial" selling of air conditioning products.

DIFFERENT COMMERCIAL MOTIVATING FACTORS

However, the fact must be established at once that in the commercial field there was a far different motivating factor or factors aiding you in the sales of your product, the most important of which stemmed from competitive enterprise.

In the residential field, there is little competitive spirit other than pride of ownership that augurs for the sale of an air conditioning system to a homeowner. The motivating factor is health and comfort as a combination. While it is, of course, admitted, that health and comfort are also factors in the sale of commercial air conditioning, it remains that they are not the major factor.

The point to be made here is that we must recognize both competitive enterprise and health and comfort as need factors. You must, in order to find that elusive answer to, "Selling for Profit in the Residential Cooling Market" accept the pattern from experience and sell the need for your product and why your product will answer that need better than any competitive product, before you will ever convince a stubborn prospect whom you cannot get to say, "I'll buy it."

HUMAN HEALTH 'GREATEST COMMODITY'

Human health is the greatest commodity on the market today. If you do not believe this take a look at the soaring incomes of the medical profession; the pyramiding sales of patent medicines, vitamins, etc.

Are we a less healthy nation of people than in grandmother's and grandfather's time? Certainly not. We are far healthier as a matter of fact, which is shown by the rising index used by insurance actuaries estimating the span of life for insurance policies.

What then has brought
(Concluded on next page)

FRIGIDAIRE

Summer-Winter Air Conditioners

COMMERCIAL - RESIDENTIAL



SELF-CONTAINED
AIR CONDITIONERS
(STORE TYPE)



SELF-CONTAINED
AIR CONDITIONERS
(ADD-ON TYPE)



SELF-CONTAINED
YEAR-ROUND
CONDITIONERS



REMOTE TYPE
AIR CONDITIONERS



AIR FLOW
COOLING COILS



CONDENSING UNITS
AND CONDENSERS



ROOM CONDITIONERS



GAS & OIL
FURNACES

**Get ready now...
Get going NOW...
with FRIGIDAIRE**

Add up what Frigidaire can mean to you now—and in the boom season just ahead. The combined prestige and appeal of the FRIGIDAIRE name and reputation...

PLUS Frigidaire standards of quality throughout one of the world's most complete lines of summer-winter air conditioning equipment for both the commercial and residential markets...

PLUS Frigidaire promotion—at the national level—and with power-packed local campaigns and promotions in your own market...

PLUS the nation-wide network of Frigidaire Distributors, with one nearby to bring you products, counsel, sales help, training, and service "on the double."

Get ready now... get GOING now! For full facts phone your nearest Frigidaire Distributor or mail the coupon at once.

FRIGIDAIRE DIVISION
General Motors Corporation
Dayton 1, Ohio

AR-37

Please furnish me complete information and 20-page catalog covering the complete 1957 line of Frigidaire Summer-Winter Air Conditioners for Commercial and Residential markets.

NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____

Selling for Profit--

(Concluded from preceding page) about this great concern for HEALTH? Nothing more than imaginative selling through a "fear complex" and the intelligent sales promotion of preventive body maintenance.

In other words, our bodies are surrounded with sales promotion for preventive remedies to protect our health—against what might happen. Furthermore, we take out insurance policies on our lives and health against what might happen.

What then is so different about the maintenance of HEALTH through air conditioning, and preventing breakdown of that health by maintaining the body in healthful, normal air conditioned atmospheres? Health is one of the, if not the greatest need factors that the air conditioning industry has to use as a sales tool. There are others of course.

Those reading this who are engaged in the retail selling end of our industry recognize it—now that it has been re-emphasized, but have you ever honestly considered the value of it before, or used it for what it is worth to convince a stubborn, resistant customer who said, "I cannot afford air conditioning"?

Aren't the people who put off air conditioning, the same ones who carry blue shield and blue cross insurance; fire insurance, theft insurance, accident deductible, and go to the dentist twice a year, and see their doctor for a check-up once a year?

Aren't these people "preventive conscious"? Then why aren't they just as conscious of the "preventive need" for air conditioning with which to guard their health? The answer is, of course, simple and obvious.

Health and preventive need have been sold to the public on a grand scale, on what is known in selling and advertising as "the fear approach," by manufacturers, salesmen and the advertising fraternity in other lines while we have "whittled and complained or played the part of Silent George."

DRAMATIC SALES PRESENTATIONS

Many startling, yet simple facts and dramatic demonstrations are available as sales tools with imaginative selling and intelligent sales promotion.

In selling the residential market you will find that you are doing business on a person-to-person basis with the man and the wife of the house—who are conscious only of health, comfort, owning and operating costs, and increased property values. Most of the sales tools available to you in selling the commercial market will have no application in residential sales approaches.

(The next instalment will tell how air conditioning functions as "preventive medicine" in maintaining good health, and how this is properly used in selling residential air conditioning.)

Firm Chartered

WILMINGTON, N. C.—Newbers' Refrigeration, Inc. here has obtained a charter from Secretary of State Thad Eure to deal in refrigeration equipment.

WHAT . . WHEN . . WHERE — A Guide to Coming Events of Interest

Refrigeration Service Engineers Society (RSES)
Educational Forum
April 5-7, Sheraton-Palace hotel, San Francisco.

Gas Appliance Mfrs. Association (GAMA) Annual Meeting
April 8-10, The Greenbrier, White Sulphur Springs, W. Va.

National Warm Air Heating & Air Conditioning Association (NWAHACA) Committee Meetings, Technical Conference
April 29-May 2, Hotel Cleveland, Cleveland.

Western Air Conditioning, Heating, Ventilating, and Refrigeration Exhibit and Conference
May 4-8, Shrine Exposition Hall, Los Angeles

Air-Conditioning & Refrigeration Institute (ARI)
Board Meeting and Annual Meeting
May 5-8, The Homestead, Hot Springs, Va.

National Restaurant Association (NRA)
Convention and Exposition
May 6-10, Navy Pier, Chicago.

American Society of Heating & Air-Conditioning Engineers (ASH&AE) Regional Meetings:

May 2-4, Region 5, New Orleans

May 6-7, Region 4, Los Angeles

May 10, Region 6, Tulsa

May 13, Region 3, Kansas City

Mechanical Contractors Association of America (MCAA) Annual Meeting
May 7-10, Hotel Fontainebleau, Miami Beach, Fla.

American Society of Refrigerating Engineers (ASRE) Annual Meeting
June 2-5, Hotel Fontainebleau, Miami Beach, Fla.

National Warm Air Heating & Air Conditioning Association (NWAHACA) Summer Convention
June 5-7, Fairmont hotel, San Francisco.

Summer Home Furnishings Market
June 17-28, American Furniture Mart, Merchandise Mart, Chicago

If you **ASSEMBLE** or **FABRICATE**
parts for Air Conditioning Equipment

**HERE'S HOW
H&H CAN HELP YOU**



On Standard
50' Refrigeration Coils
ENDS ARE CAPPED, PLUGGED OR CRIMPED

H & H capping permits you to recap the dehydrated tubing after cutting off a desired length. Available from 1/4" O.D. to and including 1/2" O.D. in wall thicknesses from .030" to and including .035". Extra soft deoxidized, bright annealed.

Expect the BEST brass and copper products from

H & H Tube
AND MANUFACTURING COMPANY

271 N. Forman Avenue, Detroit 17, Michigan • Offices from Coast to Coast



METALFLO



LOCKSEAM



COIL STRIP



AND SEAMLESS TUBING



TUBULAR PARTS

1

FABRICATION

In copper and brass; from .072" O.D. up to and including 2-1/32" O.D. with maximum wall thickness of .065" to and including .010".

2

BRASS AND COPPER STRAIGHT LENGTHS

Random or cut to length; .072" O.D. up to and including 1 1/4" O.D. with wall thickness of .065" and lighter.

3

ALUMINUM FABRICATED PARTS

Available in 1/4" O.D. up to and including 1 1/2" O.D. with maximum wall thickness of .065".

4

STEEL FABRICATED PARTS

Available in 1/4" O.D. up to and including 1" O.D. with standard wall thicknesses.



AN INTERNATIONAL INSTITUTION • SUBSCRIBERS ALL OVER THE WORLD

Trade Mark
reg. U.S. Pat.
Office:
Est. 1928

AIR CONDITIONING
& REFRIGERATION **NEWS**

Copyright
1957,
Business News
Publishing Co.

F. M. COCKRELL, Founder

'The Conscience of the Industry'

Published Every Monday by BUSINESS NEWS PUBLISHING CO., 450 W. Fort St., Detroit 26, Mich. Telephone Woodward 2-0924. Subscription Rates: U. S. and Possessions and Canada: \$6.00 per year; 2 years, \$9.00; 3 years, \$12.00. All other countries: \$10 per year. Single copy price, 40 cents. Ten or more copies, 30 cents; 50 or more copies, 20 cents each. Send remittance with order.

EDITOR & PUBLISHER,
George F. Taubeneck

EDITORIAL DIRECTOR,
Phil B. Redeker

ASSOCIATE EDITOR,
C. Dale Mericle

ASSISTANT EDITORS:
John Sweet
Hugh Mahar
George Hanning
Robert Lacey

RESEARCH MGR., John MacLean

GEN. MGR., Warren Jones

GEN. PROD. MGR., Walter Schuler

ADV. PROD. MGR., A. M. Barrow

CIRCULATION MGR., Herbert Spencer

SUBSCRIPTION MGR., Rosalie Ashley

READER'S SERVICE MGR.,
Vincine Mogyorodi

PRESIDENT, Edward L. Henderson

ADV. MGR., Robert M. Price

WESTERN ADV. MGR.,
Allen Schildhammer

ASST. ADV. MGR., Joe Sullivan

ADVERTISING REPRESENTATIVES:
Rex Smith
William Zurkan

ADVERTISING OFFICES:
New York, 521 Fifth Ave.
Murray Hill 2-1928-9
Robert M. Price
William Zurkan

Chicago, 134 S. LaSalle St.
FRanklin 2-8093
Allen Schildhammer
Rex Smith

Detroit, 450 W. Fort St.
WOODward 2-0924
Joe Sullivan

Los Angeles, 4710 Crenshaw Blvd.
AXminster 2-9501
Justin Hannon

Member, Audit Bureau of Circulations, Member, Associated Business Publications.

VOLUME 80, No. 11, SERIAL No. 1,460, MARCH 18, 1957



READER LOUDLY SECONDS LETTER FROM BARTON

Bristol, Va.

Editor:

A very LOUD second to the letter by Mr. Larry R. Barton concerning 5-year warranty. Please, for the very life of all dealers, distributors, and many manufacturers: let us cease this foolish offering without enough profit margin to support it. Only Zippo Lighters exceed this offer and it has only two moving parts and no electrical components.

H. A. HUNTER

NO HOLDS BARRED IN FIGHT FOR TOP SPOT

Smallcomb Electric Co.
Los Angeles, Calif.

Editor:

Congratulations to you upon the fine editorial, "Doing Business Like You're Going Out Of Business." There certainly is a fight on for top position in the volume field and no holds barred. When the room air condition-

ing first started four or five years ago they first waved a white and pink price sheet at you. The white was for the punks, but the pink was for a few of you, "specially selected boys." Later on, towards the beginning of the season, another color or two showed up with prices that make you a sap for falling for the pink sheet early in the year.

Today there are more different colored price sheets out than, Carters got pills, and you are afraid to buy from the last column of the latest color for fear another and better colored sheet shows up tomorrow.

It does seem to me that more of us should support a manufacturer who is interested in building an honest product to sell at a fair price through wholesale and dealer channels, whose first consideration is the users complete satisfaction.

May I have permission to reproduce one hundred of this editorial?

C. T. SMALLCOMB,
President

Handy Way to Subscribe

To See the Industry In Action EVERY WEEK

Keep up-to-date on what's going on in your industry. You'll see action weekly in AIR CONDITIONING & REFRIGERATION NEWS. Covers latest news and gives you top how-to-do-it reports on commercial and residential air conditioning, commercial and home refrigeration: manufacturing, contracting, distributing, retailing, and servicing. Read the Industry's newspaper for profit every week. Only \$6.00 per year, 52 issues (U.S. and Canada). Foreign: \$10.00 per year.

AIR CONDITIONING & REFRIGERATION NEWS 3-18-57
450 W. Fort St., Detroit 26, Mich.

Gentlemen: Send the NEWS every week for one year. ☐ \$6.00 enclosed
☐ Bill me ☐ Bill Company.

Name.....

Company.....

Street.....

City..... Zone..... State.....

IMPORTANT: Company's Type of Business.....

They'll
Do It
Every
Time

by

Jimmy
Hatlo



Why Homeowners Should Buy Air Conditioning

(Concluded from Page 1)

PERSONAL air conditioning is not only desirable, but is a good investment. Here are some reasons for this attitude—psychological and practical.

Demologists forecast continued long-term warming-up climates for the heavily inhabited northern areas of our Earth. Whether or not this-or-that weather forecaster is right or wrong about long-term climate trends, it is true that most American citizens believe "it's getting warmer every year."

Air conditioning in their offices, factories, retail stores, and transportation (planes, trains, autos) make them dissatisfied with high-humidity-and-temperature conditions at home. You see:

PEOPLE HAVE BECOME CONDITIONED TO AIR CONDITIONING.

They work, play, and ride from here to there in zones of air conditioned comfort. People want it because they have become accustomed to it. Logical next step is to acquire PERSONAL zones of restful, zestful air conditioning in their homes.

But won't it cost too much? As Al Smith used to say, let's look at the record.

Really, residential air conditioning is relatively inexpensive. Families who don't have it spend good money here and there to escape their hot homes via auto-travel (gasoline, parking) and visits to air conditioned restaurants and theaters. Many of them also splurge on lake cottages during the summertime. All those expenditures (add 'em up) cost a lot more than a home air conditioning unit, and they inconvenience Pa. Besides, Pa would rather stay home. So would Ma and the kids if they were cool.

A complete home air conditioning system is a money-saver for any family for these additional reasons:

(1) Rugs, drapes, wallpaper, carpeting, furniture, and appliances seldom need clean-

ing or refurbishing in an air conditioned home. Normally you pay through the nose at least twice a year for these wholesale cleaning jobs.

(2) Allergies, hay fever, colds, and other respiratory diseases are thwarted—which saves doctor bills and lost work-time.

(3) Anything a man buys to bolster his self-esteem—a new car, furniture, appliances—usually depreciates overnight. EXCEPTION to this rule-of-thumb: air conditioning. The moment you add air conditioning to your home, and at least for three years thereafter, air conditioning enhances its value. (We've mentioned this earlier but it is so unusual it's worth repeating.)

(4) **Air conditioned homes** are happier homes. Fewer tensions and perspiring arguments take place when Pa, Ma, and the kids are cooled into being quietly comfortable. There's quite a bit of evidence to prove this point.

(5) Housewives don't fume over petty exasperations—such as hardened salt shaker, stuck drawers, kitchen odors, or soggy breakfast cereals—if their homes are air conditioned.

(6) Father gets a good night's sleep in an air conditioned bedroom; hence is a better breadwinner for the family next day.

(7) Mother's permanent waves don't come unglued so quickly in an air conditioned home. Her facial makeup lasts longer. Furthermore, she needs a smaller specialized summer wardrobe (shorts, etc.).

All these things reduce a family's summer budget appreciably.

As an extra dividend a residential air conditioning system is fully automatic. Unlike almost anything else you buy to improve your home, your comfort, or your standard of living, you don't have to think about it, or spend hours on it, to make it work.

Air conditioning is automation in the home.

Old age, paradoxical as it may seem, has more time. When I was young I was amazed at Plutarch's statement that the elder Cato began at the age of 80 to learn Greek. I am amazed no longer. Old age is ready to undertake tasks that youth shirked because they would take too long.—SOMERSET MAUGHAM.



OFF THE CHEST

SEES 90% AGAINST 5-YEAR WARRANTY

Sig Cox Refrigeration & Air Conditioning
Augusta, Ga.

Editor:

I read with interest Mr. Barton's letter in a recent issue of your magazine concerning the five-year warranty.

My hat goes off to a man that has the initiative to start the ball rolling on a much thought of and long past due matter.

I believe if a poll was taken as Mr. Barton suggested, that 90% of the industry would more than welcome a cease of the five-year warranty.

I believe the NEWS could do a top notch job in getting this matter straightened out as it has done for many jobs in the past.

Thanks for a splendid report.
G. W. AMERSON,
Service Manager

SEASONED MECHANIC FINDS GREENER PASTURES

Bayville, N. Y.

Editor:

I went into the refrigeration art 11 years ago. I have had much experience in the repair of refrigeration equipment working with all types of refrigerants, on commercial and domestic machines; also air conditioning up to 7½ tons.

After the performance of at least 25,000 service calls, I think I can truthfully call myself a seasoned mechanic also somewhat of a customer relations expert. I consider the ability to treat a customer properly to be the most important tool in a serviceman's tool kit.

Well, anyhow, at the present time, I am no longer a refrigeration serviceman. I am an appliance serviceman. I fix electric ranges and change parts on balky sealed unit domestic machines. I am in this line now because the monetary reward is greater for a serviceman who is willing to work. I just can't hang around waiting for the proper reward of at least average competency in the commercial refrigeration and air conditioning field. The supermarket still wants cash for those groceries. Sure I miss the heft of carrying a refrigerant drum, the once bright brass of the old gauge set is now tarnished, the flare tool is stiff from disuse. But I will have to admit my screwdrivers and nut-drivers get plenty of use.

What's my gripe? Exactly this; To preface it I will say this: In a very interesting article in the NEWS (best "text book" in the business) a college professor wrote that "Perhaps the American public has been over sold on a bachelor's degree." My reaction is "and how!"

In the New York Metropolitan area the average top wage for an experienced refrigeration mechanic is around \$2.50 per hour. For this princely sum, he must be an expert on refrigeration machines of various tonnage, motor, wiring, and plumbing, plus plenty of responsibility. Also he must cope with the fact that "if you work for a

good boss he will keep you on in the winter time too."

A great future for air conditioning and refrigeration is predicted. I also feel this way. But "who will fix them?" Perhaps when the seasonal aspect of employment is removed and monetary rewards commensurate with intelligence and responsibility is sufficient, many "old timers" will return to the fold.

J. A. McGRATH

FURNACE CYCLE IS FIVE ON, ONE OFF

B. P. Rhinefort
Fort Worth, Texas

Editor:

Just finished reading your article in the Feb. 25 issue dealing with the job that we have

been doing here in Fort Worth on conversion.

I want to take my hat off to you for the very interesting article that you wrote. You certainly went overboard, and I feel that we are not deserving of all this good publicity. I do say that I appreciate it very much, and to you, many, many thanks.

There was one little item possibly of misunderstanding, or the printer misunderstood it, and that deals with the gas furnace cycling from a one-to-five ratio. I noticed in the article that it had the furnace on for one minute and off for five. This should be reversed. . . .

I also took time out for reading the other two articles dealing with the seminar that was held here in Fort Worth. . . . The picture that you have painted in this article is so clear that the dumbest of dumb certainly should derive some knowledge.

B. F. RHINEFORT

CONTRACTORS' PROFITS STORY GETS PRAISE

Fahnestock, Inc.
Wichita, Kan.

Editor:

Enjoyed your article on air conditioning contractors' profits in the last issue and just want to thank you for spearheading a move to put sense into our operations.

Edw. G. FAHNESTOCK

ORDERS 10 COPIES BEFORE 'SHOWCASE' IS OFF PRESS

Radio & Appliance Corp.
Nashville, Tenn.

Editor:

Please be kind enough to send us ten extra copies of your March 18 "SHOWCASE" issue as quickly as it is available.

We would like to take a moment to congratulate you on having the most informative publication in the industry.

B. H. McLAIN

Demand for Graduates Of Idaho College Course Exceeds Supply

POCATELLO, Idaho—The demand for graduates of Idaho State college's concentrated one-year course in refrigeration and air conditioning always exceeds the supply, according to George Foulk, instructor in the course. He said there is an increasing demand for the school's graduates because of the ever-growing air conditioning and refrigeration market.

Foulk started the refrigeration course 12 years ago. The course lasts a year, includes 1,080 hours of study, including theory and practical shop experience.

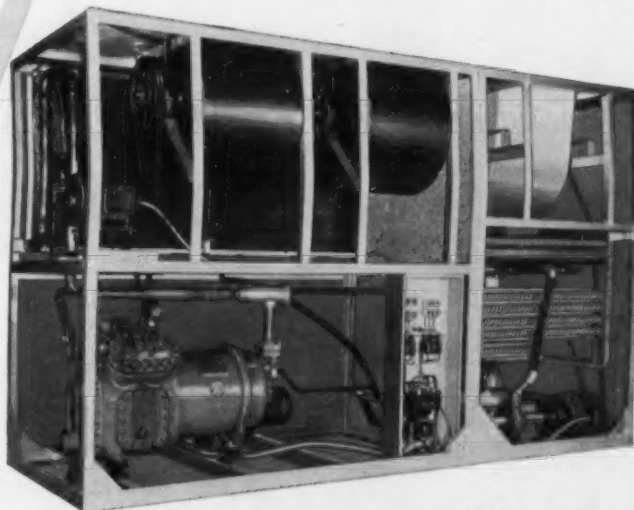
One hour each school day is devoted to theory and book work. The remaining five hours is devoted to practical application on actual refrigeration equipment in the school's shops.

BOHN Presents



Here is the completely packaged air conditioning unit for industrial or large commercial installations . . . with easily-accessible conditioner, compressor, condenser, and filter sections . . . completely engineered, assembled and tested in the factory.

the NEW ANGLE in Industrial Air Conditioners



easy installation
minimum operating expense

WITH BUILT-IN WATER SAVERS

- Semi-hermetic compressor
- All motors internally mounted
- Insulated conditioner section
- Bearings fed from outside oil cups
- Efficient quiet blowers, dynamically balanced
- 2-stage counter-flo type condenser, all prime surface
- Easily accessible electric control panel built into compressor section
- Heavy gauge bonderized steel cabinet with rigid access panels, easily removed
- Welded and braced structural steel angle frame, coated with rust-resistant primer
- Condenser blower, eliminator, spray tree and water pan—all hot-dip galvanized after fabrication

Models range from 5 through 60 H.P. and are available with standard steam, non-freeze steam or hot water heating coils, face and by-pass dampers, capacity control, increment starter and vibration rails.

For complete detailed information write today for free BULLETIN NO. 3000.



Manufacturers of Commercial Refrigeration, Industrial Air Conditioning and Special Heat Transfer Surface

BOHN ALUMINUM & BRASS CORPORATION • BETZ DIVISION • DANVILLE, ILLINOIS

For more information about products advertised on this page use Information Center, page 66.

Mitchell Mechanical Pencil Calculates Residential Heat Loads 'In 30 Seconds'

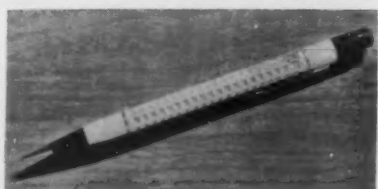
CHICAGO — A new patented "Residential Load Calculator" contained in a mechanical pencil has been announced by R. H. Lodge, packaged air conditioning sales manager of Mitchell Mfg. Co.

The combination pencil and load calculator is a simple, yet accurate, aid for making a quick estimate of the proper size air conditioning unit required to air condition a home or small office.

He claimed that "in less than 30 seconds" the calculator solves the problem of making "an immediate, accurate, on-the-spot calculation for a telephone inquiry bid on an air conditioning job."

The main body of the calculator pencil is blue and white.

In a stationary column at the left, in blue figures, is a sched-



A COMBINATION pencil and load calculator for determining heat load for residential air conditioners, called "Residential Load Calculator," is available from Mitchell Mfg. Co.

ule of 19 different sized homes or offices in square footages, ranging from 750 up to 2,500 sq. ft.

At the top is a window where the design conditions for the particular areas are permanently set. There are four area settings from 15° F. to 30° F. design conditions.

The remainder of the pencil

is comprised of red figures on an adjustable column indicating the air conditioner tonnage required, ranging from 1.5 tons to 5.4 tons.

The size of the unit needed to air condition a house, it was explained, is found by:

1. Setting the temperature differential in the window on the top for design conditions of the area;

2. Reading down the square footage figure to the size of the job being bid;

3. The proper tonnage needed for that floor area appears in the window of the adjustable column.

"The Mitchell Residential Load Calculator does not begin to solve all the applications of central air conditioning," Lodge said. "It does, however, offer the first step toward overcoming the complicated and highly technical calculation sheets and gives the installer a method for determining the unit needed."

For Distributors, Dealers

Am-Stan Schedules 7 One-Week Heating, Conditioning Courses

NEW YORK CITY—An expanded 1957 first-half schedule for the distributor and dealer heating and air conditioning courses held at its Elyria Training Center has been announced by the Air Conditioning Div. of American-Standard.

Seven one-week courses are presently scheduled. Two classes will be devoted solely to winter air conditioning, three to summer air conditioning, one will be a combination heating and cooling class, and one an advanced course on heating and cooling.

These classes are free to Air Conditioning Div. distributors and their dealers.

Summer air conditioning courses cover heat gain calcu-

lations, air distribution for comfort, design of duct systems, unit sizing, and product installation and application.

Heating courses cover factors affecting comfort, heat loss calculation, perimeter, loop and extended plenum systems, service, maintenance, and installation and application of product.

Warren Campbell, training supervisor, stated: "These courses are highly intensive and must, therefore, be held to not more than 18 or 20 students so that a great deal of individual instruction can be given to each man. Limiting classes in this manner is essential so that thorough training can be accomplished in a very minimum of time as every day away from the shop is a business day lost for the dealer."

"It also means," stated Campbell, "that demand for these classes far exceeds our capacity. We will, however, keep repeating these classes in the future for the benefit of those who cannot be accommodated now."

Registration for these classes is handled through American-Standard Air Conditioning Div. distributors who can supply the dealer with all necessary information.

Ammerman, Marlo Join Air Moving Group

DETROIT—C. L. Ammerman Co., Minneapolis, and Marlo Coil Co., St. Louis, have been elected to membership in the Air Moving & Conditioning Association, it was announced by W. H. Rietz, AMCA president.

The Ammerman company manufactures power roof ventilator equipment. Marlo Coil makes central station air conditioning units and other heat transfer equipment.

"Purpose of the 59-member trade association is to serve industry and the public by improving standards and practices within the industry," it was noted.

Clinics, Meetings To Lead N. Y. Motel Show May 13

NEW YORK CITY — The spring meeting of the National Motel Show will be held at the Hotel Statler here, May 13.

In addition to a diversified showing of motel supplies, equipment, and services, several meetings and clinics will be staged, featuring experts drawn from many fields.

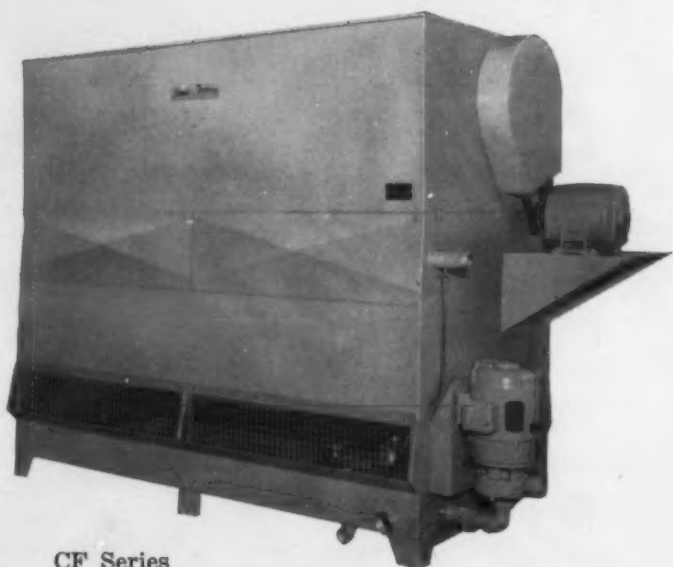
Serving as honorary chairman for the event will be Bud Quadland, president of the Eastern Motel Association. Taking over one full day, the Eastern Motel Association will hold its regular spring meeting.

William Spigler, director of the show, estimates that an attendance of over 3,000 motel operators and other visitors will attend the three-day exhibit and meeting sessions. There is no registration fee, with exhibits and meetings open to all those interested in the motel industry, it was added.

Good-Fellow

COOLING TOWERS

The NEW LOOK in Quality and Performance



CF Series

The CF series is, beyond a doubt, America's most advanced design in centrifugal fan type cooling towers. All models from 3 to 15 tons are available with or without uni-drive.

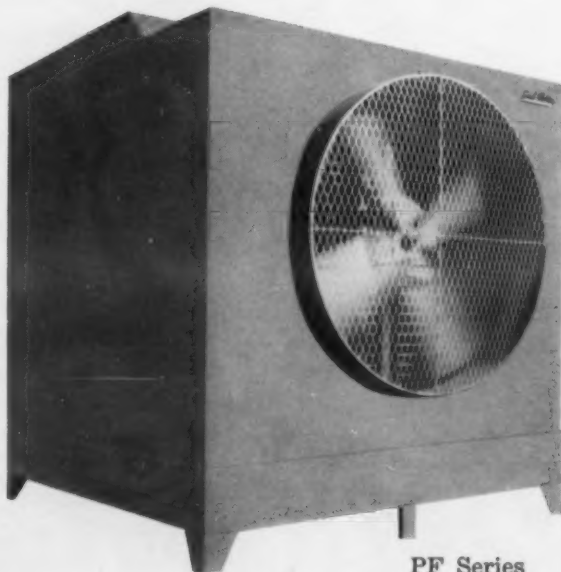
Models from 20 to 100 tons are less uni-drive, but can be furnished with or without close-coupled pump, mounted as shown.

Sizes from 20 to 100 tons are built in three sections for ease of installation. . . . All models are available with any combination of air inlet and/or discharge. This series can be furnished hot dipped galvanized after fabrication at a slight additional cost.

. . . Corrosion PROOFED . . . and How . . .

Fast becoming the best-known propeller type cooling tower, the PF series meets every requirement for an efficient, economical cooling tower of this type. Large SLO-speed, galvanized fans assure MOST quiet operation. All fans are NAFA rated for capacity and HP requirements. Genuine top quality redwood make up the wetted deck filling. Constructed of heavy gauge steel, the PF series, like the CF, is ruggedly braced to withstand wind pressures of 30 pounds per square foot.

Available in capacities 2 to 120 tons.



PF Series

WRITE, WIRE OR PHONE
for complete data

..... **E. D. GOODFELLOW CO., INC.**
MEMPHIS, TENN.

IF YOU HAVE A PROPOSITION
THAT WILL KEEP OUR HOME
CLEANER ELECTRONICALLY

...AND ELIMINATE
HALF OF MY
HOUSECLEANING

...AND NOT
COST TOO MUCH

WE'RE INTERESTED!

HERE'S AN
**IMPORTANT NEW
SOURCE OF PROFIT
FOR YOU**

an *Electronic*
HOME AIR FILTER

that you can sell for as little as

\$18900

PLUS
INSTALLATION

See
back of
this folder
for special
introductory
90-day \$90 offer

Sell automatic housecleaning...

Electro-Klean

ELECTRONIC HOME AIR FILTER

- NO SPECIAL WIRING
- NO WATER OR SEWER CONNECTIONS
- NO MOVING PARTS TO WEAR OUT
- NO TUBES TO REPLACE
- NO MAINTENANCE PROBLEMS
- NO PLATES TO WASH



traps 20 times more air-borne dirt than throw-away filters!

Now you can sell what every woman wants . . . super-cleaned air all over the house . . . for healthier living, for greater freedom from housecleaning drudgery. Through advanced design and volume production, the miracle of electronic air filtering is brought well within the reach of any family's budget!

Electro-Klean opens up a new field of profit for you—new opportunities for sales to old customers, a new way to lift a sale out of competition, a positive method of assuring greater customer satisfaction.

Be sure to get your share of this profitable new business by displaying *Electro-Klean*, by demonstrating to your customers.

Electro-Klean COMPLETE RANGE OF SIZES

MODEL	C. F. M. RATING	FURNACE B. T. U. OUTPUT RATING	AIR CONDITIONER RATING	UNIT WT. IN LBS.
ZL-3H	1000	100,000	2-Ton	67
ZL-4H*	1330	133,000	3-Ton	82
ZL-5H	1660	166,000	— —	93
ZL-6H	2000	200,000	5-Ton	111
ZL-7H	2330	233,000	— —	121
ZL-8H	2660	266,000	— —	124

*ILLUSTRATED ABOVE LEFT.

See back page for special 90-day—90-dollar offer on Model ZL-3H *Electro-Klean*.

Another product of the world's largest and oldest manufacturer of electronic air filters

.....all through the house!

SELL CLEAN, HEALTHFUL AIR

SELL ALLERGY RELIEF

**SELL SAVINGS—ON CLEANING BILLS
—ON REDECORATING**

SELL "ONCE-A-WEEK DUSTING"

SELL COMPLETE CONDITIONED AIR

**SIMPLE TO INSTALL WITH
ANY FORCED AIR SYSTEM**

See
back of
this folder
for special
introductory
90-day \$90 offer

SPECIAL

90-day 90-dollar offer

you
get

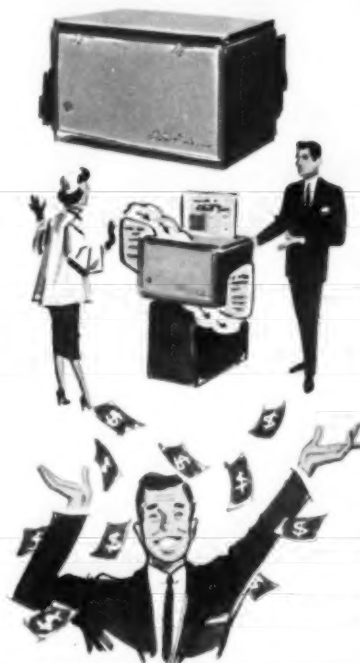
OFFER WITHDRAWN MAY 30, 1957
Only one (1) to a customer

WHY THIS SPECIAL OFFER—*Electro-Klean* sell faster when shown and demonstrated. Use this actual *Electro-Klean* for store display, or in your own home where it can be demonstrated easily.

ACTUAL
Electro-Klean
MODEL ZL-3H
(See specifications,
page 2)

Electro-Klean
DISPLAY

BIG
Opportunity
FOR
NEW PROFITS



FIRST CLASS
PERMIT No. 10
LOUISVILLE, KY.

BUSINESS REPLY ENVELOPE
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

4¢ POSTAGE WILL BE PAID BY —

AMERICAN AIR FILTER COMPANY, INC.
215 CENTRAL AVENUE
LOUISVILLE 8, KENTUCKY

ATTN. *Electro-Klean* Dept.

This is
an order



American Air Filter COMPANY, INC.
215 CENTRAL AVENUE, LOUISVILLE 8, KENTUCKY

PLEASE SHIP US one (1) *Electro-Klean*, Model ZL-3H, at the special introductory price of \$90.00, F.O.B. Morrison, Ill., including the display. Our order number:

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

ORDERED BY _____ TITLE _____

PLEASE CHECK: DISTRIBUTOR ☐ DEALER ☐

Form No. 256-P5

NOTE: Terms are net 30 days. Unit weight 67 lbs.
Printed in U.S.A.

AIR CONDITIONING & REFRIGERATION

The Newspaper of the Industry

"Specifications Section"

Carlin Company 1-8 (2120) until 10-29 (12-23) until 12-31 or more (12-31) until

NEWS

March 18, 1957

Issued every Monday at
430 West Fort St., Detroit 26, Michigan
Established 1926

Member
Associated
Business
Publications

ABP

ABC

Member
Audit
Bureau of
Circulations

Index to Specifications In This B Section

Commercial or Store Type	Co. Name	Pg. No.	
Packaged Air Conditioners	2-5		
Room Air Conditioners—			
Self Contained	6-9		
Residential Air Conditioning Systems	10-16		
Heat Pumps	5		
Co. Name	Pg. No.		
Admiral Corp.	6	Laurel Products, Inc.	13, 5
Air Conditioning Div., American Standard	2, 10	Lennox Industries, Inc.	3, 13
Airtemp Div., Chrysler Corp.	6, 2, 10	Lanergan Mfg. Co., Div. of McGraw Electric Co.	6
Alco Refrigeration Sales & Service, Inc.	2	Majestic Co., Inc.	3, 12
Alton Mfg. Co.	2	Manning-Bowman & Co., Div. of McGraw Electric Co.	8
Amana Refrigeration, Inc.	6, 12	Mayflower Air-Conditioners, Inc.	13
American Blower, Div. of American-Standard	2	McMillan Comfortaire Heat Pumps, Inc.	4, 5
American Coils Co.	2, 5	McQuay, Inc.	13
Armstrong Furnace Co.	2	Melchior, Armstrong, Dessau Co. of Delaware, Inc.	4
Bard Mfg. Co.	2, 10	Miami Products, Inc.	13
Barkow Mfg. Co., Inc., Aug. G. Berger Furnace Corp.	2, 16	Mira-Cold Corp.	6
Bonair Products, Inc.	10	Mitchell Mfg. Co.	8, 4, 13
Brunner Mfg. Co.	2	Morrison Steel Products, Inc.	4, 13
Bryant Div., Carrier Corp.	2, 10	Mueller Climatrol, Div. of Worthington Corp.	8, 4, 14
		Muncie Gear Works, Inc.	3, 13
		Nat Corp.	14
		National Steel Construction	8
		National-U. S. Radiator Corp., Heating & A.C. Div.	6, 2, 10
		Niagara Furnace Div., Forest City Foundries Co.	14
		Olsen Mfg. Co., C. A.	13
		Olympic Radio & Television, Inc.	8
Carrier Corp.	6, 4, 15	Patten Co., J. V.	4, 14
Century Engineering Corp.	10	Payne Div., Carrier Corp.	14
Coleman Co., Inc.	2, 11	Peerless Corp.	14
Conkey & Co., H. D.	12	Perfection Industries, Inc., Div. of Hupp Corp.	8, 4, 14
Cool-Ette, Inc.	2, 10	Philco Corp.	9, 14
Crane Co.	2, 15	Remington Corp.	9
Curtis Mfg. Co.	3, 11	Rheem Mfg. Co.	14
Day & Night Div., Carrier Corp.	11	Roberts-Gordon Appliance Corp.	11
Deering Air Conditioning Co.	3, 11	Round Oak Co., Inc.	14
Delco Appliance Div., General Motors Corp.	11	Servel, Inc.	12
Dowagiac Steel Furnace Co.	12	Smith Corp., A. O.	14
Drying Systems, Inc.	5	Stewart-Warner Corp., Heating & A.C. Div.	5, 15
Dunham-Bush, Inc.	3	Sutton Corp., O. A.	9, 4, 15
Duo-Therm Div., Motor Wheel Corp.	6	Thatcher Furnace Co.	4, 15
Emerson Electric Mfg. Co.	6	Therm-Air Mfg. Co.	5, 15
Emerson-Quiet Kool Corp.	7, 3, 11	Thermo-Products, Inc.	15
Farquhar Co.	11	Timken Silent Automatic, Div. of Scaife Co.	15
Fedders-Quigan Corp.	7, 12	Trane Co.	9, 4
Fraser & Johnston	11	Typhoon Air Conditioning Co., Div. of Hupp Corp.	4, 15
Fresh'nd-Aire Co., Div. of Cory Corp.	7, 3, 11	United States Air Conditioning Corp.	4
Frick Co.	3	Universal Major Corp.	9
Friedrich Refrigerators, Inc.	7, 3, 12	Utility Appliance Corp.	15
Frigidaire Div., General Motors Corp.	7, 3, 12	Waterman-Waterbury Co.	15
General Air Conditioning Corp.	3, 12, 5	Welbilt Corp.	9
General Electric Co.	7, 3, 11, 5	Western Auto Supply Co.	9, 16
Gibson Refrigerator Co.	7	Westinghouse Electric Corp.	9, 5, 16, 5
Haertel Co., Walter	4	Whirlpool-Seeger Corp.	9, 14
Hastings Air Conditioning Co., Inc.	3, 12	Whitehall Engineering Co.	8
Heil Co.	12	Williamson Co.	16
Henry Furnace Co.	13	Worthington Corp.	5, 16
Hotpoint Co., Div. of General Electric Co.	8	York Corp.	9, 5, 16
Hunter Div., Robbins & Meyers, Inc.	7	York-Shipley, Inc.	15, 5

All specifications data published by the NEWS this year will be found in this Part Two of the March 18 Showcase issue. No specifications appear in Part One. News, field reports, and market data plus a history making concentration of air conditioning advertising appear in Part One.

Swing to Residential Cooling Field Visible In Specifications Submitted by 106 Firms

DETROIT — Specifications on the 1957 lines of air conditioning equipment marketed by 106 firms are presented in this special section of AIR CONDITIONING & REFRIGERATION NEWS.

The data published here covers 39 lines of self-contained room air conditioners, 51 lines of self-contained commercial packaged equipment, and 78 brands of residential air conditioning systems, including heat pumps.

On these pages are found the equipment of almost every major producer in the country and most of the smaller firms operating on a regional basis.

Each type of equipment is presented separately. Lines are listed by brand name. An index to manufacturers is found in adjoining columns.

78 FIRMS SELL HOME COOLING UNITS

Reflected strongly in this fifth annual compilation of specifications data by the NEWS is the growing interest among air conditioning equipment manufacturers in the residential market.

While the total number of companies represented is two more than last year, the number selling residential equipment has increased from 71 to 78. The 51 commercial lines compares with 57 last year and 58 in 1955. The 39 brands of room air conditioners is one short of last year and 17 fewer than in 1955.

Even these figures do not fully reflect the trend to residential air conditioning, however. There are a number of other firms known to be making residential equipment that are not included here. Even some of those whose commercial or room units only are listed also make residential units.

New this year is a separate listing of residential heat pumps. These eight, of course, are far from a complete list. Some manufacturers who make heat pumps as adaptations of their regular residential units have included them in their residential listings. Other heat pump makers did not submit specifications.

To make these listings more meaningful, the NEWS this year has sought some additional data.

USE OF ARI RATING STANDARD NOTED

Room unit manufacturers were asked if their cooling capacities were computed according to the ARI standard. When so rated, this fact is specified in the listing.

An attempt was made to include "through the wall" room units. Dimensions cover either the cabinet of the window-type unit or the wall sleeve for the built-in models.

On commercial units, the height dimension specifically includes the plenum, unless it has

otherwise been noted.

Biggest changes were made in the residential listings. New is a column telling if the system is pre-charged at the factory. The final column gives the water usage rate of water-cooled equipment.

Manufacturers of split systems were asked to list first the condensing unit and then the evaporator units that could be hooked up to that condensing unit. They were also asked to indicate whether the air handling equipment was intended for upflow, downflow, or horizontal flow operation.

Such a flood of information came in that it was physically impossible to print it all. As a result, the specifications were edited to concentrate on the up-flow models.

Where other types of models are offered in the same size, this fact is noted below the listing. When no upflow model is offered in a particular size, the specifications for the horizontal flow unit in that size is shown.

Again because of the large number of models involved and the limited space available, water-cooled units only are listed when both air and water-cooled models of almost identical specifications are available. When such air-cooled units are offered, that fact is noted below.

While this specifications report is without doubt the most complete available, there are still a number of companies known to be in the field who are not represented for a number of reasons.

To cite a few, Drayer-Hanson reported that its specifications on a new line of packaged equipment are not ready yet.

Shana Mfg., Inc. advised that it will produce a complete line of residential and commercial equipment, both air and water cooled in 2 to 6-ton sizes, but that precise data is not yet available.

Weatherking of Florida, Columbia Specialty Co., Inc., Tempco, Inc., and Eureka Williams Corp. could not make the deadline.

The Hess Co., Chicago furnace manufacturer, was unable to give detailed specifications on its cooling equipment at this time.

Sub-Zero Freezer Co., Inc., Fogel Refrigerator Co., and Victor Products Corp. reported that they were no longer manufacturing air conditioning equipment.

The information presented in these listings is that supplied by the manufacturers themselves and does not represent any evaluation by NEWS editors. Only editing done was in the interest of space requirements.

New Book
Reveals
Untapped
Profit
Potential

Commercial Packaged Air Conditioners At Work

A new, interesting and authoritative book, 70 pages of information and illustrations covering the vast potential market open to commercial air conditioning. Read articles about:

- Sales Potentials and Problems
- How To Sell at a Profit
- Specific Installation Applications
- Tips to Salesmen
- Rental Plan Proves Value
- Level Sales Curve Is Possible
- New Applications—New Sales

These and many other subjects of vital interest to you and your future sales are discussed in *Commercial Packaged Air Conditioners at Work*, compiled by the editors of AIR CONDITIONING & REFRIGERATION NEWS. Order your copy today. The price is \$1.00. Simply mail your check or money order together with your return address to:

"COMMERCIAL PACKAGED AIR CONDITIONERS AT WORK"

AIR CONDITIONING & REFRIGERATION NEWS
450 West Fort Street, Detroit 26, Michigan

Commercial or 'Store' Type Packaged Air Conditioners

[illegible]

Commercial

Commercial

Model No.	Cabinet Dimensions (In.)	Type	Condenser Method	Face Area (Sq. Ft.)	Rows	Make	HP	Cooling Method	Type	Cylinders	Bore & Stroke (In.)	R.P.M.	Compressor Motor	Refrigerant Charge (Lbs.)	No.	C.F.M.	R.P.M.	No.	Blower Motor	HP	Type	Air Filter Dimensions (In.)	Heating Type	Capacities (B.t.u.h.)	Price		
Curtis-Curtis Mfg. Co., St. Louis																											
CA-400A	84 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	2.4	4	Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 7/16	1750	1-3	230/220/220/440	F-22	7	1	1200	840	1	1 1/2	1	Disposable	20x20	Steam/Water	38,000	\$1,300.00
CA-400B	84 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	4.0	4	Tecumseh	5	Refrig.	Hermetic	2	2 1/2 x 7/16	1750	1-3	230/220/220/440	F-22	10	1	2000	600	1	1 1/2	1	Disposable	16x25	Steam/Water	155,500	1,350.00
CA-800A	84 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	8.0	4	Copeland	10	Refrig.	Semi-Hermetic	2	2 7/16 x 1 13/16	1750	1-3	230/220/220/440	F-22	13	1	2000	725	1	1 1/2	1	Disposable	16x25	Steam/Water	315,000	2,450.00
CA-800B	84 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	12.0	4	Copeland	15	Refrig.	Semi-Hermetic	2	2 7/16 x 1 13/16	1750	1-3	230/220/220/440	F-22	16	1	2000	725	1	1 1/2	1	Disposable	16x25	Steam/Water	427,000	2,840.00
CA-1600A	107 1/2 x 58 1/2 x 35 1/2	Shell & Coil	Water	16.0	4	Copeland	20	Refrig.	Semi-Hermetic	2	2 7/16 x 1 13/16	1750	1-3	230/220/220/440	F-22	26	1	2000	780	1	1 1/2	1	Disposable	16x25	Steam/Water	622,000	4,600.00
CA-1600B	107 1/2 x 58 1/2 x 35 1/2	Shell & Coil	Water	24.0	4	Copeland	30	Refrig.	Semi-Hermetic	2	2 7/16 x 1 13/16	1750	1-3	230/220/220/440	F-22	38	1	2000	840	1	1 1/2	1	Disposable	16x25	Steam/Water	822,000	5,800.00
CPU-2500-20	107 1/2 x 58 1/2 x 35 1/2	Shell & Coil	Water	16.0	4	Curtis	25	Air	Open	4	3 1/2 x 1 3/4	1750	1-3	230/220/220/440	F-22	20	1	1700	565	1	1 1/2	1	Permanent	16x25	Steam/Water	310,000	1,700.00
CPU-3000-30	107 1/2 x 58 1/2 x 35 1/2	Shell & Coil	Water	24.0	4	Curtis	30	Air	Open	4	3 1/2 x 1 3/4	1750	1-3	230/220/220/440	F-22	30	1	1700	565	1	1 1/2	1	Permanent	16x25	Steam/Water	380,000	2,100.00
CPU-4000-40	107 1/2 x 58 1/2 x 35 1/2	Shell & Coil	Water	32.0	4	Curtis	40	Air	Open	4	3 1/2 x 1 3/4	1750	1-3	230/220/220/440	F-22	40	1	1700	565	1	1 1/2	1	Permanent	16x25	Steam/Water	470,000	2,700.00
CPU-5000-50	107 1/2 x 58 1/2 x 35 1/2	Shell & Coil	Water	40.0	4	Curtis	50	Air	Open	4	3 1/2 x 1 3/4	1750	1-3	230/220/220/440	F-22	50	1	1700	565	1	1 1/2	1	Permanent	16x25	Steam/Water	560,000	3,200.00
Special Features: CPU models also available with evaporative condenser. Six-row DE coil optional—25-99-75% capacity reduction and unloaded start optional—filter section.																											
Deering-The Deering Air Conditioning Co., Cincinnati																											
V2A31	57 1/2 x 36 1/2 x 24 1/2	Air/Water	2.0	4	4	Tecumseh	3	Air	Hermetic	2	2 1/2 x 1 7/16	1750	1-3	230/220/220/440	F-22	...	1	1200	600	1	1 1/2	1	Disposable	20x25	...	34,000*	850.00*
V2A33	57 1/2 x 36 1/2 x 24 1/2	Air/Water	4.4	4	4	Tecumseh	5	Air	Hermetic	2	2 1/2 x 1 7/16	1750	1-3	230/220/220/440	F-22	...	1	2000	600	1	1 1/2	1	Disposable	20x25	...	56,000*	...
*60,000 and 60,000 B.t.u. on water-cooled models.																											
Dunham-Bush-Dunham-Bush, Inc., West Hartford, Conn.																											
DBU-10	72 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	5.65	2	Copeland	10	Air	Semi-Hermetic	3	2 1/2 x 1 3/4	1750	1-3	230/220/220/440	F-22	8	1	1200	850	1	1 1/2	1	Perm./Diap.	...	Steam	120,000	\$6,650.00
DBU-15	72 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	8.75	2	Copeland	15	Air	Semi-Hermetic	3	2 1/2 x 1 3/4	1750	1-3	230/220/220/440	F-22	12	1	1200	850	1	1 1/2	1	Perm./Diap.	...	Steam	180,000	200,000*
DBU-20	72 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	11.60	2	Copeland	20	Air	Semi-Hermetic	3	2 1/2 x 1 3/4	1750	1-3	230/220/220/440	F-22	16	1	1200	850	1	1 1/2	1	Perm./Diap.	...	Steam	240,000	240,000*
DBU-30	72 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	17.60	2	Copeland	30	Air	Semi-Hermetic	3	2 1/2 x 1 3/4	1750	1-3	230/220/220/440	F-22	24	1	1200	850	1	1 1/2	1	Perm./Diap.	...	Steam	360,000	470,000*
DBU-40	72 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	21.60	2	Copeland	40	Air	Semi-Hermetic	3	2 1/2 x 1 3/4	1750	1-3	230/220/220/440	F-22	32	1	1200	850	1	1 1/2	1	Perm./Diap.	...	Steam	480,000	600,000*
DBU-50	72 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	25.60	2	Copeland	50	Air	Semi-Hermetic	3	2 1/2 x 1 3/4	1750	1-3	230/220/220/440	F-22	40	1	1200	850	1	1 1/2	1	Perm./Diap.	...	Steam	600,000	770,000*
*Based on 40° F. entering air temperature, 2 p.s.i.g. Mounted external to unit. 14A 1/2 in. E.S.P.																											
Emerson-Quint Kool-Kool Corp., Newark, N. J.																											
EQ-10	72 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	2.5	2	Tecumseh	2	Oil	Hermetic	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	Less than 3	1	1200	Adjustable	1	1 1/2	1	Disposable	16x25x1	None	34,000	\$780.00*
EQ-15	72 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	3.3	2	Tecumseh	3	Oil	Hermetic	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	Less than 3	1	1200	Adjustable	1	1 1/2	1	Disposable	16x25x1	None	36,500	850.00*
EQ-20	72 1/2 x 35 1/2 x 25 1/2	Shell & Coil	Water	4.1	2	Tecumseh	4	Oil	Hermetic	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	Less than 3	1	1200	Adjustable	1	1 1/2	1	Disposable	16x25x1	None	39,000	...
*200 less for 3-phase units.																											
Floatingair-Friedrich Refrigerators, Inc., San Antonio, Texas																											
FR-10	78 1/2 x 34 1/2 x 24 1/2	Shell & Coil	Water	2.50	4	Tecumseh	3	Suction	Sealed	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	6	1	1200	880	1	1 1/2	1	Permanent	20x25x1	...	36,000	...
FR-15	78 1/2 x 34 1/2 x 24 1/2	Shell & Coil	Water	4.00	4	Tecumseh	5	Suction	Sealed	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	8	1	1200	880	1	1 1/2	1	Permanent	17 1/2 x 23 1/2	...	60,000	...
FR-20	78 1/2 x 34 1/2 x 24 1/2	Shell & Coil	Water	5.50	4	Tecumseh	7	Suction	Sealed	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	10	1	1200	880	1	1 1/2	1	Permanent	17 1/2 x 23 1/2	...	90,000	...
FR-25	78 1/2 x 34 1/2 x 24 1/2	Shell & Coil	Water	7.00	4	Tecumseh	9	Suction	Sealed	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	12	1	1200	880	1	1 1/2	1	Permanent	17 1/2 x 23 1/2	...	120,000	...
FR-30	78 1/2 x 34 1/2 x 24 1/2	Shell & Coil	Water	8.50	4	Tecumseh	11	Suction	Sealed	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	14	1	1200	880	1	1 1/2	1	Permanent	17 1/2 x 23 1/2	...	150,000	...
FR-35	78 1/2 x 34 1/2 x 24 1/2	Shell & Coil	Water	10.00	4	Tecumseh	13	Suction	Sealed	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	16	1	1200	880	1	1 1/2	1	Permanent	17 1/2 x 23 1/2	...	180,000	...
FR-40	78 1/2 x 34 1/2 x 24 1/2	Shell & Coil	Water	11.50	4	Tecumseh	15	Suction	Sealed	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	18	1	1200	880	1	1 1/2	1	Permanent	17 1/2 x 23 1/2	...	210,000	...
FR-45	78 1/2 x 34 1/2 x 24 1/2	Shell & Coil	Water	13.00	4	Tecumseh	17	Suction	Sealed	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	20	1	1200	880	1	1 1/2	1	Permanent	17 1/2 x 23 1/2	...	240,000	...
FR-50	78 1/2 x 34 1/2 x 24 1/2	Shell & Coil	Water	14.50	4	Tecumseh	19	Suction	Sealed	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	22	1	1200	880	1	1 1/2	1	Permanent	17 1/2 x 23 1/2	...	270,000	...
FR-55	78 1/2 x 34 1/2 x 24 1/2	Shell & Coil	Water	16.00	4	Tecumseh	21	Suction	Sealed	2	1 1/2 x 1 1/2	1750	1-3	230/220/220/440	F-22	24	1	1200	880	1	1 1/2	1	Permanent	17 1/2 x 23 1/2	...	300,000	...
FR-60	78 1/2 x 34 1/2 x 24 1/2	Shell & Coil	Water	17.50	4	Tecumseh	23	Suction	Sealed	2	1 1/2 x 1 1/2	17															

Commercial

Cabinet Dimensions (In.)			Condenser		Evaporator		Cooling Method		Compressor		Cylinders		Bore & Stroke (In.)		R.P.M.		Compressor Motor		Refrigerant		Blowers		Blower Motor		Air Filter		Heating Type		Capacities (B.t.u.h.)		List Price		
Model No.	Height	Width	Type	Area (Sq. Ft.)	Rows	Method	HP.	Method	Type	Volts	Phase	No.	C.F.M.	R.P.M.	Charge (Lbs.)	Type	No.	H.P.	No.	Watts	No.	H.P.	No.	Watts	Type	Dimensions (In.)	No.	Watts	No.	Watts	No.	Watts	
Weatherol-Therm-Air Mfg. Co., Peckskill, N. Y.																																	
WOM 1	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	24,800		
WOM 2	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	26,800		
WOM 3	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	28,800		
WOM 4	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	30,800		
WOM 5	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	32,800		
WOM 6	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	34,800		
WOM 7	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	36,800		
WOM 8	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	38,800		
WOM 9	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	40,800		
WOM 10	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	42,800		
Special Features: Models for ductwork or remote installations also. Horizontal or suspended models to 7 1/2 tons.																																	
Weatherol-Therm-Air Mfg. Co., Peckskill, N. Y.																																	
WOM 11	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	44,800		
WOM 12	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	46,800		
WOM 13	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	48,800		
WOM 14	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	50,800		
WOM 15	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	52,800		
WOM 16	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	54,800		
WOM 17	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	56,800		
WOM 18	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	58,800		
WOM 19	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	60,800		
WOM 20	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	62,800		
Special Features: Models for ductwork or remote installations also. Horizontal or suspended models to 7 1/2 tons.																																	
Weatherol-Therm-Air Mfg. Co., Peckskill, N. Y.																																	
WOM 21	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	64,800		
WOM 22	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	66,800		
WOM 23	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	68,800		
WOM 24	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	70,800		
WOM 25	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	72,800		
WOM 26	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	74,800		
WOM 27	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	76,800		
WOM 28	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	78,800		
WOM 29	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	80,800		
WOM 30	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	82,800		
Special Features: Models for ductwork or remote installations also. Horizontal or suspended models to 7 1/2 tons.																																	
Weatherol-Therm-Air Mfg. Co., Peckskill, N. Y.																																	
WOM 31	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	84,800		
WOM 32	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	86,800		
WOM 33	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	88,800		
WOM 34	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	90,800		
WOM 35	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	92,800		
WOM 36	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	94,800		
WOM 37	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	96,800		
WOM 38	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	98,800		
WOM 39	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	100,800		
WOM 40	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	102,800		
Special Features: Models for ductwork or remote installations also. Horizontal or suspended models to 7 1/2 tons.																																	
Weatherol-Therm-Air Mfg. Co., Peckskill, N. Y.																																	
WOM 41	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	104,800		
WOM 42	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	106,800		
WOM 43	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	108,800		
WOM 44	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	110,800		
WOM 45	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	112,800		
WOM 46	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	114,800		
WOM 47	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	116,800		
WOM 48	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	118,800		
WOM 49	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	120,800		
WOM 50	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable	20x25x1	122,800		
Special Features: Models for ductwork or remote installations also. Horizontal or suspended models to 7 1/2 tons.																																	
Weatherol-Therm-Air Mfg. Co., Peckskill, N. Y.																																	
WOM 51	76	31	30	4	Water/Air	2	Refrig.	1750	1-3	300/220/230	F-22	1	800	1	1 1/2	1	Disposable													

Residential Heat Pumps

Heat Pumps

Model No.	Cabinet Dimensions (In.) Height Width Depth	Capacities (B.t.h.k.) Cooling Heating	Heating Type	Compressor Motor Phase Volts	Compressor No. Make	Cooling Method	Type	Cyls.	Bore & Stroke (In.)	R.p.m.	Condenser— Type	Coil- ing Medium	Expan- sor Area (Sq. Ft.)	Refrigerant— Rows	Charge (Lbs.)	Factory Charged	Control— Temp. Damper	Air Filter— No. Type	Dimensions (In.)	Blower In Exp. Unit	Nom. C.F.M.	R.p.m.	Net Weight Gm/ft.	Water Usage Gm/ft.	
ACI-H—American Coils Co., Farmingdale, N. J.																									
ACI-H-20	20 20 20	40,000	Rev. Cycle	1-3	200/200/220	1	Copeland	3	2 1/2 x 1 7/16	1750	Fin and Tube	Water	4.4	6	F-12	11	Yes	No	1	14 1/2 x 25 1/2 x 1	Yes	1200	680	340	1 1/2
ACI-H-30	30 30 30	60,000	Rev. Cycle	1-3	200/200/220	1	Copeland	3	2 1/2 x 1 7/16	1750	Fin and Tube	Water	4.4	6	F-12	11	Yes	No	1	14 1/2 x 25 1/2 x 1	Yes	1200	680	340	1 1/2
ACI-H-40	40 40 40	80,000	Rev. Cycle	1-3	200/200/220	1	Copeland	3	2 1/2 x 1 7/16	1750	Fin and Tube	Water	4.4	6	F-12	11	Yes	No	1	14 1/2 x 25 1/2 x 1	Yes	1200	680	340	1 1/2
ACI-H-50	50 50 50	100,000	Rev. Cycle	1-3	200/200/220	1	Copeland	3	2 1/2 x 1 7/16	1750	Fin and Tube	Water	4.4	6	F-12	11	Yes	No	1	14 1/2 x 25 1/2 x 1	Yes	1200	680	340	1 1/2
ACI-H-60	60 60 60	120,000	Rev. Cycle	1-3	200/200/220	1	Copeland	3	2 1/2 x 1 7/16	1750	Fin and Tube	Water	4.4	6	F-12	11	Yes	No	1	14 1/2 x 25 1/2 x 1	Yes	1200	680	340	1 1/2
ACI-H-70	70 70 70	140,000	Rev. Cycle	1-3	200/200/220	1	Copeland	3	2 1/2 x 1 7/16	1750	Fin and Tube	Water	4.4	6	F-12	11	Yes	No	1	14 1/2 x 25 1/2 x 1	Yes	1200	680	340	1 1/2
ACI-H-80	80 80 80	160,000	Rev. Cycle	1-3	200/200/220	1	Copeland	3	2 1/2 x 1 7/16	1750	Fin and Tube	Water	4.4	6	F-12	11	Yes	No	1	14 1/2 x 25 1/2 x 1	Yes	1200	680	340	1 1/2
ACI-H-90	90 90 90	180,000	Rev. Cycle	1-3	200/200/220	1	Copeland	3	2 1/2 x 1 7/16	1750	Fin and Tube	Water	4.4	6	F-12	11	Yes	No	1	14 1/2 x 25 1/2 x 1	Yes	1200	680	340	1 1/2
ACI-H-100	100 100 100	200,000	Rev. Cycle	1-3	200/200/220	1	Copeland	3	2 1/2 x 1 7/16	1750	Fin and Tube	Water	4.4	6	F-12	11	Yes	No	1	14 1/2 x 25 1/2 x 1	Yes	1200	680	340	1 1/2
ACI-H-110	110 110 110	220,000	Rev. Cycle	1-3	200/200/220	1	Copeland	3	2 1/2 x 1 7/16	1750	Fin and Tube	Water	4.4	6	F-12	11	Yes	No	1	14 1/2 x 25 1/2 x 1	Yes	1200	680	340	1 1/2
All units upflow. All models available in 440/220 volt.																									
Cool Heat—Drying Systems, Inc., Chicago																									
HP-3-1	3 3 3	100	Rev. Cycle	1-3	200/200/220	1	Bendix-West.	3	2 1/2 x 1 7/16	1750	Reciprocating	Air	2.88	6	F-12	10	Yes	...	3	...	Yes	1200	650
HP-3-2	3 3 3	100	Rev. Cycle	1-3	200/200/220	1	Bendix-West.	3	2 1/2 x 1 7/16	1750	Reciprocating	Air	2.88	6	F-12	10	Yes	...	3	...	Yes	1200	650
HP-3-3	3 3 3	100	Rev. Cycle	1-3	200/200/220	1	Bendix-West.	3	2 1/2 x 1 7/16	1750	Reciprocating	Air	2.88	6	F-12	10	Yes	...	3	...	Yes	1200	650
HP-10-1	10 10 10	100,000	Rev. Cycle	3	200/220	2	Bendix-West.	10	2 1/2 x 1 7/16	1750	Reciprocating	Air	8.0	6	F-12	30	Yes	...	6	...	Yes	6000	600
HP-11-1	11 11 11	100,000	Rev. Cycle	3	200/220	2	Bendix-West.	11	2 1/2 x 1 7/16	1750	Reciprocating	Air	8.0	6	F-12	30	Yes	...	6	...	Yes	6000	600
Has electric resistance heaters as boosters.																									
Genatron—General Air Conditioning Corp., Los Angeles																									
RO-20	20 20 20	40,000	Rev. Cycle	1-3	200/220	1	Tecumseh	3	2 1/2 x 1 7/16	1725	Hermetic	Air	F-22	4.0	...	Yes	1	...	Yes	1000	1080	325	...
RO-30	30 30 30	60,000	Rev. Cycle	1-3	200/220	1	Tecumseh	3	2 1/2 x 1 7/16	1725	Hermetic	Air	F-22	6.2	...	Yes	1	...	Yes	1000/1400	1080	425	...
RO-50A	50 50 50	80,000	Rev. Cycle	1-3	200/220	1	Tecumseh	3	2 1/2 x 1 7/16	1725	Hermetic	Air	F-22	12.0	...	Yes	1	...	Yes	1100/2400	650	786	...
RO-100	100 100 100	100,000	Rev. Cycle	3	200/220	2	Tecumseh	10	2 1/2 x 1 7/16	1725	Hermetic	Air	F-22	Yes	3	...	Yes	1300/4500	650	1400	...
Laurel—Laurel Products, Inc., Laurel, Miss.																									
CCU-20	20 20 20	40,000	Rev. Cycle	1-3	200	1	Tecumseh	3	Hermetic	Air	2.1	3	F-22	2400	650
CCU-30	30 30 30	60,000	Rev. Cycle	1-3	200	1	Tecumseh	3	Hermetic	Air	2.1	3	F-22	2400	650
CCU-40	40 40 40	80,000	Rev. Cycle	1-3	200	1	Tecumseh	3	Hermetic	Air	2.1	3	F-22	2400	650
LAHV-3H	30 30 30	45,000	Rev. Cycle	1-3	200	1	Tecumseh	3	Hermetic	Air	2.1	3	F-22	1800	675
CCU-5H	50 50 50	75,000	Rev. Cycle	1-3	200	1	Tecumseh	3	Hermetic	Air	2.1	3	F-22	1800	675
LAHV-4H	40 40 40	60,000	Rev. Cycle	1-3	200	1	Tecumseh	3	Hermetic	Air	2.1	3	F-22	1800	675
Upflow only. Also available in horizontal flow.																									
McMillan Comfortaire—McMillan Comfortaire Heat Pumps, Inc., Jacksonville, Fla.																									
20-1	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-2	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-3	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-4	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-5	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-6	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-7	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-8	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-9	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-10	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-11	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-12	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-13	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-14	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-15	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-16	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-17	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-18	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-19	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-20	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-21	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-22	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-23	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-24	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-25	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-26	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-27	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-28	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-29	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-30	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water	1.9	6	F-12	9	Yes	No	1	20 x 15 x 1	Yes	800	Adi.	810	2
20-31	20 20 20	24,000	...	1	200	1	Copeland	3	1 1/2 x 1 1/2	1750	Semi-Hermetic	Water													

*Based on 70° F. indoor, 20° F. outdoor temperature.

Room Coolers

[illegible]

Room Cooler

Model No.	Height	Width	Depth	Max. Frez.	Cabinet Material	Closing Adapter	Controls	Capacities (B.U.H.)	Air Capacities (C.F.M.)	Volts	Amps.	Power Factor %	Type	Heating	Make	Compressor	Cyl.	R.P.M.	Type	Charge (oz.)	No.	Air Filter	Dimensions	Evaporator	R.P.M.	Condenser	R.P.M.	Coil (rows)	Net Weight	List Price	
Philco-Philco Corp., Philadelphia																															
Model 101	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	285	115	7.5	850	1	1725	F-22	20 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 102	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 103	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 104	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 105	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 106	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 107	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 108	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 109	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 110	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 111	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 112	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 113	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 114	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 115	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 116	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 117	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 118	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 119	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 120	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 121	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 122	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 123	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 124	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 125	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 126	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 127	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 128	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 129	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 130	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 131	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 132	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 133	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 134	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 135	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 136	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 137	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 138	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 139	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 140	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 141	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 142	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 143	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320	1	1725	F-22	19 1/2	1	1	Disposable	9 1/2 x 16 1/2 x 1 1/2	1100	1100	1100	1100	1100	178	\$280.95
Model 144	18 1/2	24 1/2	15 1/2	30	Steel, plastic	No	Knob	...	310	115	12.0	1320																

Residential Air Conditioning Systems—Complete

Residential

[illegible]

Residential

Model No.	Cabinet Dimensions (In.) Height Width Depth	Capacities (H.A.H.) Cooling Heating	Compressor Make	Hp.	Cooling Method	Type	Cyls.	Bore & Stroke (In.)	R.p.m.	Condenser Type	Coil Medium	Evaporator Area (Sq. Ft.)	Refrigerant Type	Charge (Lbs.)	Factory Charged?	Control Temp. Damper	Air Filters No. Type	Dimensions (In.)	Blowers In Exp. Unit?	Nom. C.F.M.	R.p.m.	Net Weight Gpm/ton
Coleman—The Coleman Co., Inc., Wichita, Kan.																						
8213	21 20 48	22,400	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	1.9	F-22	3	Yes	No	1	14x25x1	Yes	500	1160	435
8214	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8215	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8216	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8217	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8218	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8219	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8220	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8221	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8222	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8223	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8224	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8225	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8226	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8227	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8228	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8229	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8230	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8231	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
8232	21 21 52	36,000	2 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.5	F-22	5	Yes	No	1	20x25x1	Yes	1200	1160	450
Curtis—Refrigeration Div., Curtis Mfg. Co., St. Louis																						
AV-400	29 29 38	31,300	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.63	F-22	3	No	Opt.	1	14x25x1	Yes	900	1725	400
AV-3	15 17 21	21,500	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.63	F-22	3	No	Opt.	1	14x25x1	Yes	900	1725	400
AV-2	15 17 21	21,500	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.63	F-22	3	No	Opt.	1	14x25x1	Yes	900	1725	400
AV-1	15 17 21	21,500	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	2.63	F-22	3	No	Opt.	1	14x25x1	Yes	900	1725	400
AV-5	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-6	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-7	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-8	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-9	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-10	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-11	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-12	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-13	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-14	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-15	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-16	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-17	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-18	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-19	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-20	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-21	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-22	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-23	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-24	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-25	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-26	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-27	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-28	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-29	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-30	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-31	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-32	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-33	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-34	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-35	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-36	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-37	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-38	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-39	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-40	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-41	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-42	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-43	17 21 25	39,000	1 Tecumseh	3	Refrig.	Hermetic	2	2 1/2 x 3	1725	Fin-Coil	Air	4.2	F-22	5	No	Opt.	1	14x25x1	Yes	1200	1725	450
AV-44	17 21 25	39,000	1 Tecumseh	3</																		

Residential

Cabinet Dimensions (In.)		Capacities (B.B.A.)		Heating		Compressor		Cooling		Face Area		Charge		Control		Air Filters		Blowers		Weights								
Model No.	Height	Width	Depth	Cooling	Heating	Type	No.	Male	H.P.	Method	Type (No Compressor)	Stroke (In.)	Bore & Stroke (In.)	R.p.m.	Type	No.	Temp.	Damper	No.	Dimensions (In.)	Unit?	No.	C.F.M.	Nom.	R.p.m.	Net Weight	Net Opn/ton	
All-Year—Serval, Inc., Evansville, Ind.																												
HFC-36	74	50 1/2	26 1/2	42,000	96,000	Gas	—	—	—	Absorp. Type (No Compressor)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HFC-36	84 1/2	50 1/2	26 1/2	42,000	96,000	Gas	—	—	—	Absorp. Type (No Compressor)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HFC-36	94 1/2	50 1/2	26 1/2	42,000	96,000	Gas	—	—	—	Absorp. Type (No Compressor)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Upflow only.																												
Amana—Amana Refrigeration, Inc., Amana, Iowa																												
200C3	20 1/2	31 1/2	43 1/2	—	—	—	—	—	2	Refrig.	Hermetic	1 1/2 x 1 1/4	1750	1750	—	—	—	—	—	—	—	—	—	—	—	—	—	—
350C3	20 1/2	31 1/2	43 1/2	—	—	—	—	—	2	Refrig.	Hermetic	1 1/2 x 1 1/4	1750	1750	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Horizontal flow only.																												
Conco—H. D. Conkey & Co., Mendota, Ill.																												
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HLR1A-20	64 1/2	24 1/2	18 1/2	75,000	150,000	Gas/Oil	1	1	250	Gas	Hermetic	—	—	—	—</													

Residential

Model No.	Cabinet Dimensions (In.)	Capacity (B.t.u.h.)	Heating Type	Compressor	Hp.	Cooling Method	Type	Cyls.	Bore & Stroke (In.)	R.p.m.	Coolant	Coil	Face Area (Sq. Ft.)	Refrigerant	Charge (Lbs.)	Factory Charged?	Control	Temp.	Damper	Air Filter	No.	Dimensions (In.)	Blowers	Unit?	Net Weight (Lbs.)	Gross Weight (Lbs.)	
Kaufman—Kaufman Air Conditioning Co., St. Louis																											
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes	Yes	No	1	1	1	1	1	245	310	
175-BA	25 27 30	10,000	Gas/Oil	1-3 230/230/230	1 1/4	Refrig.	Hermetic	2	1 3/4 x 1 1/4	1725	Fin & Tube	Air	2.0	3	F-22	5	Yes										

Residential

[illegible]

Optional 'Rough-Ins'

Southern Calif. Group Pushes for Loan Agencies, Builders To Encourage Provisions for Future Home Cooling

LOS ANGELES — Southern California is assuming national leadership in two vital steps toward a complete breakthrough in the field of residential year-round air conditioning, Robert N. Hall, president of the Institute of Heating & Air Conditioning, declared here recently.

Hall said the two steps were as follows:

1. Offering optional "rough-ins" for future refrigeration systems by contractors and builders to new home customers at relatively moderate extra cost.

2. Increasing interest by loan companies in protecting their long range home mortgage investments by encouraging such "rough-ins" and, in one case at least, making them mandatory for loans on better homes.

'Rough-In' Defined

A "rough-in" is a forced air heating system designed to add future air conditioning. This requires proper sizing of ductwork, construction of such ducts, sizing of registers, and proper return air systems.

Hall, who recently predicted that Southern California air conditioning installation would run 400% ahead of the national increase rate if nothing unforeseen occurs, called the steps initiated by the builders and loan agencies "greatly encouraging."

1 Contractor Gets 99% Response

Hall disclosed that one general contractor in the San Fernando Valley, one of the warmer summer areas, has had 99% acceptance from new home customers on air conditioning "rough-ins." Where similar offers were made by a loan association to tract home buyers in a different area, acceptance ran about 20%.

Arthur E. Neelley, vice president, California Federal Savings & Loan Association, said there is a definite trend by local institutions to require air conditioning "rough-ins" on all homes in excess of \$20,000 in warmer areas as a matter of protecting their investment.

"We think that in time air conditioning will be a require-

ment in all houses," he declared.

Neelley said three new branch offices built by California Federal recently were completely air conditioned. "We wouldn't be without it," he added.

Plant Size Doubled

ROSSMOYNE, Ohio—Ellis & Watts Products, Inc. here has more than doubled the size of its plant, it was announced recently. Plant space, with the new addition, totals over 17,000 sq. ft.

This is the company's second expansion in its five-year history of designing and building custom air conditioning units.

Mobile Television Studio Has Cooling

MIAMI, Fla. — When the Orange Bowl Parade, Orange Bowl Game, and similar outdoor extravaganzas or news events take place in the Miami area, station WTVJ's big mobile TV studio is usually parked close to the scene of action.

The truck-studio—billed as "the world's largest on wheels"—houses all the controls and monitor screens utilized for the remote telecasting of major Miami events, many of which are of nationwide interest.

Particularly important to the mobile studio's technical crew, the truck is equipped with its own central-type air conditioning system. An Airtemp 3-hp. waterless condensing unit is attached to the trailer's underside.

Inside the studio compartment, a horizontal fan-coil unit is attached to the ceiling. A



LOCATED at the rear of a truck, this special steel cradle holds the 3-hp. condenser.



INTERIOR view of Station WTVJ's mobile TV studio—showing telecasting equipment.

series of overhead diffusers provide the entire trailer with uniform comfort cooling.

Station officials report that one reason for selecting the waterless system was that it requires a small amount of space. Once a mobile unit has been outfitted with all required broadcasting equipment and worker space provided, little room remains for the installation of air

conditioning. Consequently the equipment must be compact.

The officials add that in addition to comfort for operators, the air conditioning system also provides cooling for the large amount of heat-producing equipment enclosed in the trailer.

You're on The Ball with ROUND OAK Air Conditioning



No finer name than Round Oak!

For more than 85 years this famous name has been synonymous with dependability, superior engineering, obvious superiority.

Affix the famous Round Oak seal to your door and the selling job has already begun. People recognize Round Oak for what it is—one of the truly fine names in air conditioning.

NOLIN

Leads the Field



WITH THE

Dry Beverage Cooler

- LEADS IN CAPACITY
- LEADS IN QUALITY
- LEADS IN PERFORMANCE
- LOWEST IN PRICE

NOLIN

MANUFACTURING COMPANY
1400 LLOYD ST. PH. 3-4454
MONTGOMERY, ALABAMA

This miraculous unit is Round Oak's contribution to a whole new era in heating and air conditioning. An air conditioner by summer, the All-Electric Clima-Pump reverses the refrigeration process in winter and heats with the warmth extracted from cold, outside air.

MAIL
TODAY

ROUND OAK CO., INC., Dowagiac, Mich.

GENTLEMEN: Please rush me immediately full information on Round Oak air conditioning and the Clima-Pump.

Name _____

Firm _____

Address _____

City _____ State _____

Detroit Air Conditioning Sales

'56 Installations Soar 63% over '55 with Record 2,449;
All-Time High Set In July with 442 Units Installed

By Robert E. Lacey

DETROIT—Air conditioning installations rocketed over a previously unexplored peak here last year.

A total of 2,449 packaged air conditioners and condensing units for remote systems was installed during 1956—a leap of 950 over the 1,499 units which broke all previous Detroit records in 1955. This was 62.7% higher than 1955.

Greatest single factor contributing to this gain was the unprecedented number of residential air conditioning units installed here. There were 252 homes air conditioned in Detroit in 1956 compared with 139 the

preceding year and just 17 in 1954. A total of 337 units were installed in the 252 homes, leading to the conclusion that zone air conditioning was the mode with some contractors.

Data on the installations was obtained by AIR CONDITIONING & REFRIGERATION NEWS through a check of installation permits issued by the city's Department of Buildings and Safety Engineering. Figures apply only to the city of Detroit proper; installations in suburbs are not included. However, it is thought the Detroit figures probably represent about two-thirds or more of metropolitan area jobs.

The Detroit figures do not include window units except for a few installations in hospitals, small commercial establishments, etc., where the law requires permits and inspections.

Information obtained from the permits has been tabulated five ways: 1) sales by month for the years 1953 through 1956, 2) sales by size for 1954 through 1956, 3) sales by make for 1956, 4) sales by contractor for the last year, and, 5) where the installations were made in 1955 and 1956.

July, 1956 Biggest Month In History

In the table analyzing installations by month for the last five years, it will be noted that July, 1956 with 442 jobs installed was not only the biggest month of the year but was the largest in Detroit's history. In addition, the 347 in June broke all previous monthly records, topping August, 1955 which had 313 jobs. August with 294 and April and May with 279 and 278 installations also smashed all previous Detroit records except August, 1955 when they jumped over the 257 of July, 1953.

In all, there were nine months in 1956 when installations reached or topped 100. Besides those already mentioned, March had 197, December, 142, February, 128, and September, 100.

Only "low" month was November with 65 installations, compared with 82 in January and 95 in October. Installations held fairly well to a pattern throughout the year.

5-Hp. Unit Continues To Lead Field

Tabulation showing installation by size for the last four years since 1953 indicates that the 5-hp. unit continues to be the leader. The 812 units of 5 hp. represent about one-third of the total of 2,449. This figure also is considerably higher than the previous high of 513 5-hp. units listed in 1954. In addition, the 518 3-hp. units listed moves ahead of the former 5-hp. high.

Although biggest numerical gain from 502 to 812 was registered in 5-hp. units, those under 3 hp. also jumped considerably from 160 in 1955 to 356 last year. One large factor noted in the gain in units of less than 3 hp. is that some contractors made a practice throughout the year of installing two 1-hp. or two 1½-hp. units in residences.

Sharp Rise Noted In 7½-Hp. Bracket

A sharp increase came in the 7½-hp. unit bracket. It rose from 290 in 1955 to the second high of all-time Detroit history, booming to 560. Units of 10 hp. rose from 49 to 81—a sizable increase—those of 15 hp. dropped back from 34 to 22, but 20-hp. units tripled from 10 in 1955 to 30 last year. Doubled in number was the 25-hp. size, from 12 to 23; 30 hp. fell off from 10 to 5; 40 hp. also slid from 12 to 8; 50-hp. units near-

Where Air Conditioning Was Installed In Detroit In 1955 and 1956

ESTABLISHMENT	1955		1956	
	NO.	HP.	NO.	HP.
Abstract company	1	10	1	10
Advertising agency	2	8	11	123
Airline ticket office	1	10	1	10
Airline office	2	10	2	32½
Apartment house	2	127½	10	68
Appliance store	1	4	4	25½
Armored Car service	1	3	3	65
Assembly hall	1	9	9	212
Auditorium	1	1	1	235
Auto club	1	3	2	17
Auto rental office	1	7½	1	5
Auto sales room	19	147½	11	77½
Bakery	3	13½	7	67
Bank	28	286	15	357½
Banquet room	1	3	3	27½
Barber shop	9	34½	13	69½
Barber supply office	1	2	2	12½
Beauty parlor	21	83½	14	74½
Beauty school	1	10	1	12
Beer store	1	3	7	21
Belt company office	1	2	2	25
Benevolent society	1	4	4	77
Blueprint shop	1	12½	1	12½
Board of education	1	3	1	15
Bookstore	1	3	3	13
Bowling alley	3	47½	7	120
Boy's store	1	2	2	7½
Brass company	1	1	1	32½
Brewery	1	8	2	45
Brick company office	1	7½	3	15
Bridal shop	2	8	5	25
Building contractor	1	5	5	32½
Bus driver's dorm	1	5	1	20
Business organization	1	3	5	65
Cafeteria	1	4	4	12
Camera shop	1	2	4	14
Candy store	1	4	4	35
Carpeting store	1	2	2	17½
Caterer	1	1	1	15
Cheese maker	1	1	1	25
Chemical company	1	3	1	7½
Child's wear shop	3	148	11	266½
Church	1	2	2	12
Cigar store	18	86½	14	112½
Clinic	8	40½	12	115
Clothing store	6	75	16	98
Club	1	3	2	10
Coal company	208	629½	254	1768½
Commercial (unspecified)	1	5	2	7
Confectionary	1	10	3	27½
Conference room	1	1	2	15
Construction company	1	1	1	10
Control room	1	17½	1	12½
Convent	1	1	1	17½
Credit Union	1	5	4	12
Dairy bar	1	3	6	62
Dairy office	5	21	7	45
Dance studio	1	2	2	17½
Decorators	2	10	4	14
Delicatessen	2	8	8	27
Dental office	7	227	11	165
Department store	2	50	12	325
Dime store	1	6	6	65
Die casting company	28	113	32	177½
Doctor's office	1	3	4	20
Doughnut shop	1	3	3	18
Drafting room	1	3	3	11
Drapery shop	9	98½	12	112½
Dress shop	1	81½	1	40
Drug manufacturer	30	147	37	218
Drug store	3	25	6	32½
Dry goods store	1	7½	5	42½
Engineering office	1	60	43	625
Eye clinic	1	2	2	18
Factory or factory office	1	1	1	12
Film studio	1	2	2	8
Fire station	1	3	3	15
First aid room	2	8	3	25
Florist	1	1	1	30
Food wholesaler	1	6	6	55
Foundry	1	26½	2	15
Funeral home	14	180	23	147½
Fur store	1	1	1	64
Furniture store	1	3	1	5
Gas company	5	27½	2	22
Gift shop	2	12½	5	15
Hall	1	3	3	25
Hardware store	1	3	3	17½
Health club	30	126	9	146
Hobby shop	1	5	3	17½
Hospital	7	140	11	425
Hospital operating room	1	10	16	85
Hotel	1	5	16	118
Importer's	4	30	3	22½
Insurance office	4	50	6	50
Investment office	1	5	2	15
Jewelry store	1	5	5	25
Laboratory	1	2	2	8
Language school	1	35	1	20
Laundry	1	10	4	30
Law office	1	5	1	10
Leather goods store	1	10	2	11
Library	1	5	3	11
Life insurance company office	1	47½	17	132½
Linoleum store	2	20	5	27½
Liquor distributor	1	5	43	712
Loan company	1	3	2	12
Luggage shop	1	38	1	10
Lumber company	1	27½	6	82
Market	32	563½	1	10
Masonic temple	1	7	2	15
Meat market	1	35	2	10
Mausoleum	1	2	1	5
Men's store	1	2	2	25
Metal products office	1	2	2	23
Metal shop	1	1	1	1
Millinery shop	1	1	1	1
Motel	1	1	1	1
Music store	1	1	1	1
Newspaper office	1	1	1	1
Nursery	1	1	1	1

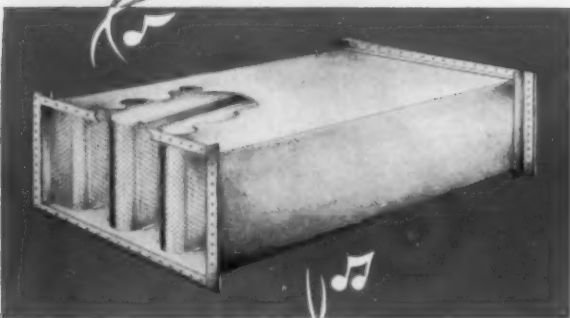
(Concluded on next page)

In Stanford University's New Music Center



Architects—Milton T. Pfueger, Eldridge T. Spencer &
William Clement Ambrose
Consulting Engineers—Buonaccorsi & Murray
Mechanical Contractor—James A. Nelson Company

only the music
shall be heard!



thanks to

IAQ Quiet
Duct
Your Standard of Silence
packaged standardized
silencing

The air-conditioning and ventilating system of Stanford University's new Music Center was silenced in the design stage with rated IAC Quiet-DUCTS!

Pre-fabricated in as many as 148 sizes, these economical Quiet-DUCT units measuring in length from 2 to 10 feet, provide as much noise control as a conventional lined duct measuring from 30 to 100 feet long!

COMPLETE DATA AVAILABLE

Write today for a complete set of data sheets and catalog describing prefabricated "Quiet-DUCT" units.

Industrial Acoustics Company, Inc.

Specialists in Noise & Pulsation Control
341 Jackson Avenue, New York 54, N. Y. CYPRESS 2-0180

(Continued on next page)

(Concluded from preceding page)

ESTABLISHMENT	NO.	HP.	NO.	HP.	ESTABLISHMENT	NO.	HP.	ESTABLISHMENT	NO.	HP.
Office	184	1,934½	109	1,172½	Shoe store	14	79½	8	36	
Office equipment sales	1	10	Showroom	1	5	9	52	
Oil company office	1	50	Sign company	1	3	2	7	
Packing house	1	5	Soup company	1	3	
Paint company office	1	10	Sporting goods store	1	5	
Paper company office	3	20	Sportswear store	
Pattern company	3	32	Stamp company	4	42	
Peanut company	1	17½	Stamping company	2	15	
Pharmaceutical house	1	50	Stationers	2	10	
Pharmacy	1	13	Steamship ticket office	
Photo-engraver	3	28	Steel company	1	22½	
Photo laboratory	5	28	Storm window sales	1	10	
Physiotherapy room	1	1	Storage	1	5	2	18	
Plumbers	1	5	Store	18	227	18	284	
Police station	1	25	Supply company	1	3	
Pool room	1	5	Surgical supplies	1	5	
Post office	1	55	Tabulating room	
Poultry processing	9	85	Tailor	1	5	
Printer	1	5	Tavern	69	448	60	445	
Public building	6	275	Tax office	1	7½	
Radio repair shop	1	2	Telephone office	3	22½	1	55	
Radio studio	2	10	4	255	Telephone answering service	1	5	
Railroad office	1	5	Television school	1	35	
Reading room	1	5	Theater	3	23	8	685	
Realty office	5	21	5	20	Tile company	3	15	
Record distributor	1	15	Tool company	3	28½	8	72½	
Record shop	1	3	Trailer sales	1	7½	1	10	
Recreation room	1	7½	1	5	Trucking company office	2	8	5	35	
Reducing salon	3	17½	1	7½	Typesetting shop	1	80	1	35	
Residence	139	392½	252	924½	Union hall	1	45	4	38	
Restaurant	85	658	94	896	Union office	8	68	
Rubber company office	1	60	University	1	30	1	75	
Salt company office	1	4	2	15	Utility office	1	25	1	15	
Sausage manufacturer	1	3	Veterans organization	2	17½	
Scalp clinic	1	3	Veterinarian	
School	1	3	1	8	X-Ray laboratory	1	3	
Service organization	8	122½	Yacht club	1	5	8	65	
					TOTAL	1,216	9,009½	1,605	15,321	

Installations by Hp.

SIZE IN HP.	1954	1955	1956
Under 3*	89	160	356
3-4	272	410	518
4-5	513	502	812
5-6	262	290	560
6-7	53	49	81
7-8	21	34	22
8-9	14	10	30
9-10	8	12	23
10-11	7	10	5
11-12	13	12	8
12-13	12	6	11
13-14	2	1	3
14-15	...	2	8
15-16	...	1	4
Over 100	8
TOTAL	1,266	1,499	2,449

*Includes only those units for which installation permits are required by law.

that Make No. 4 has more horsepower than Make No. 3 with 51 fewer units and Make No. 6 ranks fifth in horsepower with 66 less units than No. 5.

In the middle range, however, fairly wide differences show up in comparing units and horsepower of various makes. Make No. 14, for example, has 30 units and 86 hp. while Make No. 18's

(Concluded on next page)

Detroit Sales--

(Continued from preceding page)

ly doubled in installations from 6 to 11; 60's went from 1 to 3; 75's from 2 to four times that at 8; 100-hp. units moved from 1 to 4; no units of over 100 hp. were installed in the last two years, but 1956 also saw an upturn in the huge sizes. One gigantic installation of 235 hp. was made, one of 175 hp., and six 125-hp. whoppers were installed during the year.

The 2,449 installations in 1956 represent 15,321 hp. for an all-time record high. The 1,499 jobs in 1955 were figured as 9,009½ hp. The previous record for Detroit, however, was the 13,581½ hp. installed in the city in 1953 even though only 1,223 units were involved.

Comparison by Make

Listed in another table is a comparison of 1956 Detroit installations by make. A total of 51 different makes are represented. This is a gain of nine over the 42 listed in 1955 and obviously is the result of more newcomers entering the air conditioning industry.

The nine makes which may be considered as newcomers to the field, representing about 20% of the 51 makes involved, garnered a total of 107 installations or 4.3% of the 2,449 jobs. One of these, however, is credited with 49 installations; another with 29.

First Four Makes Run Fairly Close

At the top of the list is Make No. 1 with 440 units and 3,051 hp. Not too far back is Make No. 2 with 389 units and 2,193 hp. Closely following is Make No. 3 with 361 installations and 1,757 hp. A little farther back is Make No. 4 with 310 units and 1,909 hp. There's a considerable drop to Make No. 5 with 209 installations and 967½ hp. Another slide is registered by Make No. 6 with 143 jobs, but a surprising 1,515½ hp.

At the low end of the list are 13 makes with one unit each; three with two each; six with four each; and three with five each.

There is a fairly close correlation between number of units and total horsepower among the top makes, although it is noted

Vornado®

SELF-CONTAINED CENTRAL AIR CONDITIONERS

"the preferred line for profits"

Here's what *Sam Myers* President of Stahl & Myers Air Conditioning Company, Inc., Houston, Texas, has to say about Vornado's compact, easy-to-install residential air conditioner:

"Two full season's experience with Vornado central air conditioners have proved to us that this is the preferred line for profits. Although we have installed hundreds of systems we do not have one dissatisfied customer, and we find that our sales are the result of satisfied users.

"As air conditioning contractors, we are most pleased with the ease of installation and almost service-free operation. The short, flexible line and easy installation assures profitable business, so it's Vornado again for us in 1957."

Vornado installs fast, easily, anywhere!

Vornado Central Air Conditioners can be attached to the heating system ducts, or installed as a complete and separate system—and, it goes anywhere...in the attic, crawl space, basement, furred down hallway, on the roof, or in the garage.

COMPLETELY PACKAGED everything in one compact, sturdy package! Air cooled to eliminate extra plumbing...water connections...outside accessories.

OUTSTANDING PERFORMANCEpowerful! With two hermetically sealed, heavy-duty compressors to deliver unequalled capacity. One operates continuously...constantly removes excess humidity. Other cycles on and off as needed for economy's sake.

FULLY GUARANTEED by the manufacturer! Factory warranty assures satisfactory service. Over 7 million satisfied Vornado users.

product of

The O. A. SUTTON CORPORATION, INC.
World's leading full line manufacturer of comfort cooling appliances
WICHITA, KANSAS

Distributed in Canada by: Alliance Motors, Schell Ave., Toronto 10.

send
THIS
COUPON
TODAY

ONLY
SYSTEM
OF
ITS
KIND



proved IN THOUSANDS OF HOMES!

I want complete information on your new versatile, low-cost Vornado Central Air Conditioners. It is understood there is no obligation. AC-3-57

NAME _____
FIRM _____
POSITION _____
ADDRESS _____
CITY _____ STATE _____

THE O. A. SUTTON CORP., INC.
1812 W. SECOND ST.
WICHITA, KANSAS

Detroit Cooling Installations--

(Concluded from preceding page)

15 units represent 316 hp.

Four top makes, incidentally, with 440, 389, 361, and 310, respectively, far surpass the 1955 leader which had 279 units installed.

Breakdown of installations according to contractor shows that 106 different contractors installed air conditioning in Detroit in 1956. This compares with 89 last year and 75 active in 1955.

Top contractor in 1956 installed 239 units, which represented 1,651 hp. Leading contractor in 1955 was credited with 117 units, while the leader the preceding year had 157.

Four other contractors, with 207, 158, 155, and 142, topped the 1955 leader's 117. Fourth installer in 1956 nipped right at the 1954 leader's 157 with 155.

The 1956 tabulation shows that contractor No. 2 had 207 units for 1,149 hp.; No. 3 had 158 units for 811 hp.; No. 4 had 155 units for 283 hp.; No. 5 had 142 units for 787½ hp.; and No. 6 had 99 for 1,219½ hp.

At the opposite end of the list we find 20 contractors with one unit installed apiece, 13 with two each, eight with three each; and four with four each.

The pattern of the top 10% of the contractors doing half the business still holds true for the 1956 Detroit installations.

Top 10 contractors in 1956, representing 10.6% of the total, installed a combined total of 1,351 units for 55% of the total.

Comparing installations of the contractors in 1956 there is less correlation between number of units and equivalent horsepower than with the makes. Contractor

Monthly Installations

MONTH	1953	1954	1955	1956
January . . .	28	42	50	82
February . . .	42	38	45	128
March	61	107	102	197
April	76	105	73	279
May	171	186	144	278
June	124	153	166	347
July	257	237	218	442
August	215	152	313	294
September . .	74	104	181	100
October	64	80	92	95
November . . .	65	33	43	65
December . . .	46	29	72	142
TOTAL	1,223	1,266	1,499	2,449

No. 1 does have the most horsepower with 1,651, but there is considerable variation in this respect among most of the others listed.

Final tabulation of the Detroit air conditioning data shows, as far as possible, the type of establishment where the units were installed in 1955 and 1956.

This shows that 1,605 different establishments had air conditioning installed in 1956, com-

pared with 1,216 in 1955 and 1,122 in 1954.

"Commercial" classification is largest with 472 units and 1,768½ hp. "Offices" ran second with 344 units and 1,172½ hp. Total installations in offices actually ran considerably more than this, as can be noted in table which specifies the type of office wherever this data is listed on the permits.

Of particular importance is the evidence that residential air conditioning really boomed in Detroit in 1956. A total of 337 units were installed within the city limits for a surprising 924½ hp. This represents a decided increase over the 139 installations in 1955 and a gigantic step over the 17 of 1954.

Other big buyers of air conditioning in 1956 included restaurants with 144, factory offices 136, taverns 87, markets 68, banks and physician's and dentist's offices 34 each, and drugstores 32.

Installations by Makes

MAKE	NO. UNITS	HP.
1	440	3051
2	389	2193
3	361	1757
4	310	1909
5	209	967½
6	143	1515½
7	75	547
8	69	149
9	59	357
10	49	823½
11	35	107
12	33	227½
13	31	106
14	30	86
15	29	81
16	19	136½
17	17	37
18	16	56
19	16	197
20	15	316
21	10	40
22	8	27
23	8	38
24	7	31
25	7	25
26	6	26
27	5	21
28	5	17
29	5	140
30	4	20
31	4	20
32	4	11
33	4	16
34	4	10
35	4	22½
36	2	2
37	2	8
38	2	10
39	1	3
40	1	3
41	1	3
42	1	3
43	1	3
44	1	175
45	1	3
46	1	5
47	1	3
48	1	5
49	1	5
50	1	3
51	1	3
TOTAL	2,449	15,321

Contractor Ratings

CONTRACTOR	NO. UNITS	HP.
1	239	1651
2	207	1149
3	158	811
4	155	283
5	142	787½
6	99	1219½
7	98	492
8	95	440
9	91	377
10	69	556½
11	66	303½
12	58	1134
13	55	1238½
14	52	174
15	47	181
16	46	510
17	44	347
18	43	265
19	40	230
20	39	207½
21	39	193½
22	37	295
23	33	264
24	30	100
25	29	87
26	27	105
27	24	253
28	17	89
29	15	86
30	15	75
31	14	60
32	13	56
33	13	39
34	12	36
35	11	63
36	11	92
37	10	30
38	9	19
39	9	18
40	9	47
41	9	55
42	9	67
43	9	30
44	9	48
45	9	58
46	8	36
47	8	16
48	8	24
49	7	35
50	7	14
51	6	18
52	6	12
53	6	30
54	6	12
55	6	57½
56-61	6 at 5	@ for 175
62-65	4 at 4	@ for 44
66-73	8 at 3	@ for 355
74-86	13 at 2	@ for 93
87-106	20 at 1	@ for 54
TOTAL	2,449	15,321

Air Conditioned Mice

KYOTO, Japan—A two-story air conditioned apartment house, mouse size, is being constructed by Kyoto university. It is believed that the mice, used for medical research purposes, will multiply more rapidly in the comfortable atmosphere.

Are You Paying Premium Prices For Your Pipe Wrapping?

Compared With Thin, Non-Corrugated Wraps,
NoDrip Tape Gives You Double Protection
At Half The Cost!

THREE INSULATING
BARRIERS in

**NoDrip
TAPE**

1. OUTSIDE
Rough surface prevents free circulation of moisture-filled air -- creates dead air barrier.
2. ¼-INCH THICKNESS
Built-in moisture barrier assures utmost insulating efficiency.
3. INSIDE
Dead air is trapped between "corrugated strands", forms added insulation barrier.

NoDrip Tape means more profit and customer satisfaction on every job... saves you time, labor and material. NoDrip Tape eliminates most multiple wrappings needed with thinner wraps... inferior wraps.

Why pay more when you can buy the handy 16 foot roll of ¼" thick NoDrip Tape at less than the cost of a roll of ordinary ½" wrapping?

Next time an equipment cold line job

calls for permanent protection against condensation drip, "sweating" or frost, insist on using NoDrip Tape. Stops rust and corrosion, too... holds temperatures more constant and increases the efficiency of the cooling equipment.

NoDrip Tape is pliable, cork-filled and completely self-adhering. Easy to work with... forms an air-tight, 100% vapor and moisture proof jacket. Needs no tools, vapor seals, fasteners, brads or adhesives.

Easy to Apply...

EVEN AROUND JOINTS, TEES,
VALVES OR ANGLES



NO DRIP PLASTIC
COATING...
PROTECTION
FOR BIG AREAS



For large pipes, tanks, air ducts, we recommend NoDrip Plastic Coating for permanent protection from condensation, rust and corrosion. Another fine Mortell refrigeration product, NoDrip can easily be applied by brush or trowel to metal, concrete, brick, plaster, tile or composition surfaces.

JW Mortell
COMPANY

Makers of Mortite Caulking Cord and Mortite Caulking Gum

J. W. Mortell Company, Dept. 3
520 Burch St., Kankakee, Ill.

O.K.I Send me full information about the complete line of Mortell refrigeration products.



I'm a Jobber.....Dealer.....Serviceman.....
Name.....
Firm.....
Address.....
City.....State.....

Assembly Line, Unusual Techniques Used In Repairing Window Units

New York Firm Employs Elaborate Test Panel To Diagnose Units

NEW YORK CITY — Assembly line methods that include unusual devices and techniques permitting fast but accurate diagnosis and service are major claims made for its window unit repair station on E. 138th St. here by Franchised Refrigeration & Air Conditioning Corp.

Roller conveyers, an elaborate test and diagnosis panel, unique refrigerant weighing scales that read "backwards," automatic welders, and a fully instrumented run-in test room are among the features employed by the firm, which is owned and operated by Henry Ehrens, Sidney Weiner, Ed Casper, and Morton Baum.

These four have long been associated in Franchised Refrigeration's parent firm, Technical Refrigeration, and the latter's other subsidiary, Sealed Unit Parts Co., Inc., manufacturer of replacement part for hermetic units and a rebuilder of same.

Handles Out-of-Warranty Repairs of All Makes

Besides performing in-warranty service on Mitchell, Servel, Coolerator, and Emerson Electric window units, Franchised handles out-of-warranty repairs of all makes for dealers and contractors on a wholesale basis. Outside service and installation are also available from Franchised on a wholesale basis.

Most elaborate and expensive station along the 120-ft. roller conveyer line at Franchised is the very first one—the master electrical test panel. Designed and built by Ehrens, this represents an investment of \$1,200 in materials alone plus two months of labor, he says. Beside it is another test panel to check the efficiency of the refrigerant cycle of a unit.

Master Panel Permits 'Almost Every Conceivable Check'

The master panel permits almost every conceivable electrical check to be made on a unit of either 115-volt or 230-volt single-phase design. Four different receptacles in the panel fit most types of plugs used on conditioners, and adapters are provided to accommodate the rest.

Electrically the panel board is split two ways, providing either low amperage and wattage or high amperage and wattage. The low range extends up to 10 amps. and 600 watts; the high range goes up to 50 amps. and 3,000 watts, according to Ehrens.

Each of the four ammeters and wattmeters wired in these circuits is protected against overloads due to shorts by an individual circuit breaker. These four meters are mounted across the top of the master test panel.

A fifth meter mounted at the top of the panel in the center is a voltmeter which registers the line voltage at the receptacle of the unit being checked.

Other features of the master

panel permit tests of capacitance, high potential breakdown, relays, etc.

An unusual arrangement of the panel permits the high potential check to be made simply by turning on a switch while the window unit is plugged into the board. This can shoot up to 1,500 volts into the unit.

Various running tests can be made on the unit also. The 50-amp. meter, for example, will show starting current and locked rotor current. The 10-amp. meter is intended to indicate running current.

"It's necessary to have these two ammeters to get an accurate reading of the running current," Ehrens explains. "Scale on the 10-amp meter is much more finely divided than that of the 50-amp. meter."

If a unit won't start, it is necessary to go over the entire

electrical system. The master test panel is equipped to do just that. The ohmmeter, for example, permits tests of the separate run and start circuits of the unit as well as continuity. A capacitance tester is employed to check the running and starting capacitors of a unit.

Coils of potential relays can be checked for continuity and cut-in and cut-out points. This is accomplished with a variac.

Provision is also made at the test panel for starting a unit which refuses to budge even though all the electrical components seem okay. This section of the panel can start either 110-volt or 230-volt units, using a three-wire test cord and three pushbuttons which make a convenient substitute for the almost countless number of relays that would be required.

The starting button is of the



COMPLETE test and repair equipment on conveyer line of Franchised Refrigeration & Air Conditioning Corp., New York City, permit rapid servicing of in-warranty and out-of-warranty window air conditioners for the trade.

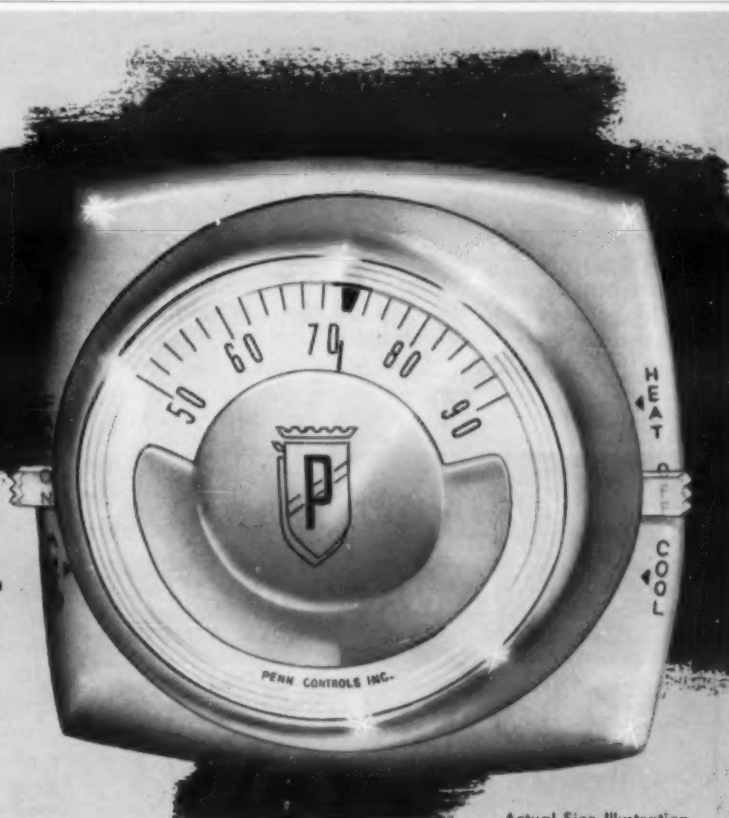
momentary contact type. The running circuit button is actually a magnetic starter with a holding coil. Its circuit is broken only when the "off" button is pushed.

A series of four toggle switches permits cutting in starting capacitors of 50, 75, 150, or 200 m.f.d. or any combination.

(Continued on next page)

TODAY'S
EASIEST-TO-READ
ROOM THERMOSTAT

IT'S NEW...
IT'S RIM-SET..
AND ONLY
PENN
HAS IT!



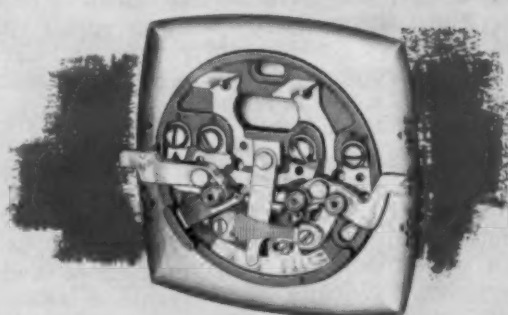
Actual Size Illustration.

... you get more selling features
... easier installation
... and reduced inventory

Now... the newest, most beautiful look in room thermostats without sacrificing snap-acting contact action... the action that is proven to be the very best for sturdiness and long-life dependability. This thermostat has the largest, most easily read dial you've ever seen. And, the scale remains stationary as you dial the rim to set the temperature you want.

Various sub-bases are available for heating alone... for cooling only... or for combination heating-cooling systems. And, the same thermostat can be used with any sub-base. Thus, inventory is reduced... just stock variables of the sub-base.

Once you see this new, different, better thermostat, you'll want to specify and install it in your heating and cooling jobs.

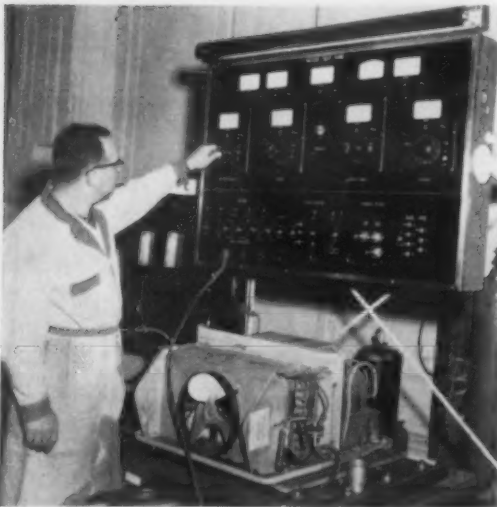


Installation is simpler. The adjustable heat anticipator and all wiring is on sub-base where large terminals are easily accessible. Then, the thermostat is simply plugged into the sub-base. Accurate operation is assured even if sub-base is not installed in a level position. Temperature is held within one degree.

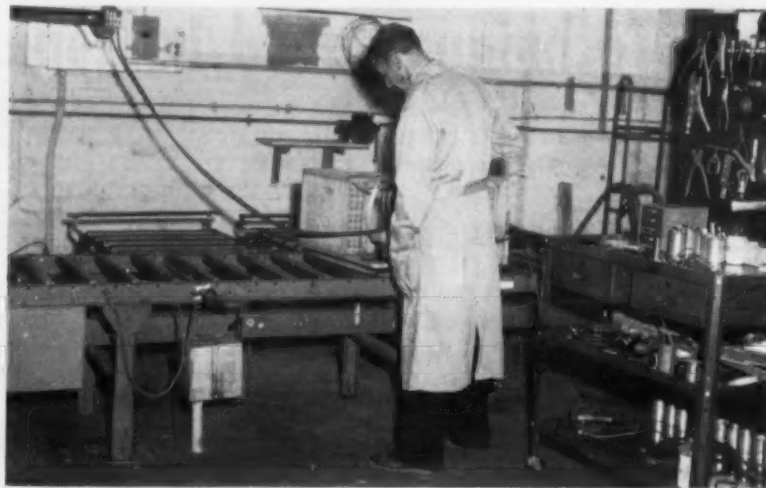
PENN CONTROLS, INC. Goshen, Indiana

EXPORT DIVISION: 27 E. 38th ST., NEW YORK, N. Y.

AUTOMATIC CONTROLS FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES



ELABORATE panel designed and built by Henry Ehrens above has many features which permit quick tests and diagnosis of all electrical problems that may be encountered with a window unit. Flow meters at left also permit check on efficiency of compressor.



WORK stations along Franchised's conveyer line are provided with turntables, work benches on casters, welding torches (with automatic lighting) on swivel mounts, as well as electrical outlets and connections for discharging and leak test charging.



CHARGING repaired conditioners is done by weight instead of volume to insure accuracy regardless of ambient temperature through scales changed to read "backwards," i.e., register amount of refrigerant charged into units out of 8-lb. cylinders attached to scales.

Repairing Window Units--

(Continued from preceding page) nation thereof. Beside these are three toggle switches for running capacitors of 5, 10, or 15 m.f.d. of any combination of these.

Can By-Pass Capacitors

Capacitors can be by-passed by throwing another toggle switch. The low scale amp. and wattmeters, incidentally, are protected by circuit breakers so that in case the by-pass switch is overlooked, these meters won't be damaged by surges of starting current.

Wired into the master panel also are three resistors of 3, 6, and 12 amps. so that these or any combination thereof can be cut in series with any outlet to check for continuity and any shorts.

Located beside the master test panel are flow meters to check the efficiency of the pump itself. Ordinarily, though, this check is made only on units that fail to pass the hot room tests at the end of the rebuilding and repair operations.

Continuing along the roller conveyer line, one notes there

are several turntable sections provided so that a unit can be easily turned around to work on it.

Units Move on 2 Ft. Sq. Pallets

The units move along the conveyer on 2-ft. square pallets made of 3/4-in. plywood. Provided also are five transfer tables mounted on casters for moving units to and from the conveyer. These transfer tables are tilted slightly down toward the back so that in the event of a sudden stop the unit won't roll off.

This tilt also simplifies getting units on and off the conveyer despite slight differences in floor levels throughout the length of the conveyer. The conveyer, of course, is level throughout, but the floor isn't.

A hand-operated hydraulic lift is used for transferring units from trucks to the tables or conveyer. This is on casters, too, as are several work "benches" so that they can be easily moved to where they're needed.

Three welding stations are located along the conveyer line. The torches are suspended from pipes mounted in a swivel arrangement so that they can swing out over the line for brazing but be pushed back against the wall out of the way when not in use. Automatic lighting of the torches speeds operations because the oxygen-acetylene mixture can be pre-set and maintained constantly without the usual adjustments required when lighting the torches.

Spotted along the conveyer frame are 31 electrical outlets for operating the units as required, each outlet being protected by its own circuit breaker. Both 110 and 230-volt outlets are provided, the latter being marked in red.

Use 2 Methods To Discharge Units

Franchised employs two methods of discharging units. It is sometimes simplest, Ehrens points out, merely to place the unit in the paint spray booth, turn on the booth exhaust fans, and discharge the unit here.

Along the conveyer line, however, there are located valves and a line tied into a high volumetric capacity refrigeration compressor (capable of pulling 29 in. of vacuum) for discharging a unit to the atmosphere.

Before entering this compressor the discharge line passes through a "freeze trap" to sepa-



REPAIRED units go through run-in tests under watchful eye of Ed Casper in room held at 90° to 95° and 70% r.h. Recording instruments check amperage, temperature difference across evaporator, and operating pressures under these peak load conditions.

rate out sludges and moisture that might damage the compressor pulling the vacuum on the discharge line of the unit.

Preliminary Leak Tests

Preliminary leak tests on a repaired conditioner are made by filling the system with a combination of refrigerant-12 and dry carbon dioxide under 275 p.s.i.g. pressure. Testing is done with a halide torch. For a final leak test, however, a G-E electronic "sniffer" is employed.

It is along this section of the conveyer that all the work necessary is done on the unit under repair whether it be repairing of leaks, installing new fan motors, etc.

Obvious leaks detected in this section of the line are repaired but not checked at this point. This would slow down operations. Any leaks that might still remain will be caught at the final check made with the electronic detector.

This is one of the things, Ehrens, says, that makes Franchised's line so flexible that it can be operated efficiently by one mechanic or six.

Following repair and initial leak testing, the unit must be completely evacuated prior to charging. This is accomplished in two stages, first the unit is pulled down to 1,500 microns vacuum and then in the second stage down to 50 microns.

Vacuum for the first stage is provided by a two-stage system consisting of two high volume refrigeration compressors that can pull five window units down to 1,500 microns in 30 minutes, according to Ehrens. Final evacuation is accomplished with a Kinney pump, which will pull

five units down to 50 microns in 30 minutes.

Franchised runs the conditioners during evacuation, which reduces time of evacuation to about one-fifth that required otherwise, the company states.

"Running the unit while evacuating is a controversial subject," Ehrens admits, but he comments that "we have done this successfully on thousands of units without running into any difficulties with shorts."

(Generally speaking, electric current will jump across terminals, etc., much more easily in a vacuum than at atmospheric or higher pressure.)

"A terrific amount of refrigerant, as well as air and moisture, is often trapped in oil, but this along with air and moisture will be quickly released from the oil if the unit is operated during evacuation," Ehrens explains.

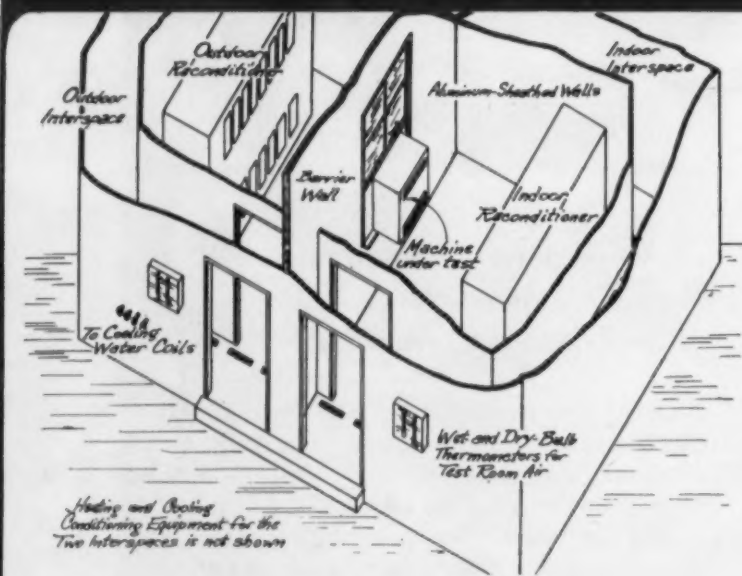
Changes Hoses on Final Vacuum Switch

When changing from the "rough" or first-stage vacuum operation to the "deep" or final vacuum, Franchised changes hoses rather than simply turning valves. The vacuum hoses each have individual valves at the outlet to prevent any air getting into the lines.

Next step is to charge the unit. Both refrigerant-12 and refrigerant-22 are available, being supplied out of 145-lb. drums which are heated by electrical strip heaters to 10° above the room ambient temperature to provide sufficient pressure to force the refrigerant into the unit.

(Concluded on next page)

Room Air Conditioner Testing and Rating Service



ETL's new test facility — a balanced ambient room type calorimeter — is designed to provide test data on operation, capacity, and performance of room air conditioners rated up to 20,000 B.t.u./hr. The sketch above outlines this new test facility which is completely instrumented for the accurate determination of all data.

ETL, a 60 year old independent testing organization, has specialized in the testing of room air conditioners for the past 23 years. Its test findings are accepted as reliable, impartial and authoritative.

Know by
ETL Test

Facilities are also available for determining product performance at other than standard voltages and frequencies over a wide temperature range.

ELECTRICAL TESTING LABORATORIES, INC.

2 East End Avenue at 79th Street, New York 21, N. Y.

CHEMICAL • ELECTRICAL • ELECTRONIC
PHYSICAL • MECHANICAL • ENVIRONMENTAL

TESTING • INSPECTION
CERTIFICATION

Window Units--

(Concluded from preceding page)

Charge by Weight

"We charge by weight rather than volume because varying ambient temperatures can affect the volume but have no effect on the weight of the refrigerant," Ehrens indicates. "This is extremely beneficial to units whose charge is extremely critical."

Scales used to measure refrigerant charges are accurate to within 1/4 oz. They have been revamped considerably, however, to Franchised's specifications.

"Our problem," says Ehrens, "was to measure refrigerant being removed from the drum into the unit, but all scales as usually designed measure weight being added."

First step in redesigning the scales (there's one for refrigerant-12, another for refrigerant-22), was to remove the original platform and weld an 8-lb. capacity refrigerant cylinder in place of the platform.

Next step in revamping the scales was to reverse the reading scale so the numbers ascend from right to left instead of from left to right as is customary.

Scales Show How Much Refrigerant Charged

Mechanism of the scales is counterbalanced so that when the cylinder has a full 8 lbs. of refrigerant in it, the hand points at "0." Thus, when refrigerant is charged from this cylinder into the unit, the scales show exactly (to 1/4 oz.) how much has been charged into the system.

After each charge is made, the scales are tared back to "0." Actually, the scales register up to 4 lbs. only, but they can be tared back to "0" twice, permitting the cylinder on the scales to start out with a full charge of 8 lbs.

Paint Units Before Testing

If a unit has to be painted, it goes directly to the spray booth after receiving its charge before being subjected to test in the hot room. By painting before testing, the delay of letting the condensate dry off the evaporator following the unit's test operation is eliminated.

Units are tested to peak design load in a special room that is held at an ambient temperature of between 90° and 95° F. and a relative humidity of approximately 70%.

Thermostatically controlled electric heaters maintain the temperature while vaporizing "pots" which are controlled by humidistats maintain the relative humidity.

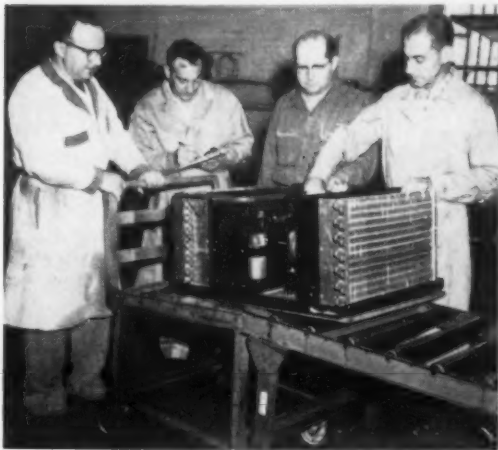
Type of Tests Made In Room

Test room can accommodate three 110-volt conditioners or two 230-volt units at the same time. Here with the unit running, tests are made to determine the amperage, temperature difference across the evaporator, and operating pressures. Recording instruments are employed to make these checks.

Also in the hot room is a Select-Ray unit which can simultaneously take temperature



ELECTRONIC leak test by Morton Baum in room pressurized with outside air is final check of unit repaired at Franchised. A leak detected here sends the unit back through the line for discharge, repair, evacuating, charging, test run, and final leak test once again.



WITH the four partners of Franchised looking on—Ehrens, Sidney Weiner, Baum, and Casper—a finished unit is moved from conveyor to transfer table for shipment to dealer or contractor.



HYDRAULIC lift simplifies shifting of units from trucks to transfer tables of conveyor line, thus helping speed operations.

readings at five different points of a unit. This is employed to check units that have intermittent troubles.

Next to the hot room is the leak test room. Here the final step is to check a unit for leaks

with a G-E electronic leak detector.

To avoid contamination of the air and possible false readings of this sensitive instrument, fresh outside air is forced into this small room under positive

pressure in the ductwork.

Absence of leaks means the unit is ready for removal and sealing off of test valves and for return to the dealer or contractor who originally brought it in. A unit, of course, has to pass

the checks in the hot room before being sent along to the final leak test.

If leaks should be detected at this final stage, the unit is sent back through the line once again for discharge, repair, evacuating, charging, testing, and final leak detection.

WHY PAY MORE

FOR CONDENSER CLEANER WHEN THE BEST COSTS 30% LESS?

ANCO CONDENSER CLEANER is second to none for effectiveness, speed and safety, yet it costs about 30% less than other leading brands. This exclusive formula is simply dissolved in the sump while the system is in operation. Within a few hours, the condenser tubes are free of scale and head pressure is down to normal. ANCO is safe for servicemen to use and absolutely harmless to equipment. So why pay more when you can't buy better? Buy ANCO CONDENSER CLEANER and make more profit on every cleaning job.

WATER TREATMENT MANUAL

FREE!

A complete booklet on the control of scale, rust and algae in refrigeration and air conditioning systems. No service department should be without a copy. It's yours for the asking.



COMPARE THE COST
This 12-pound carton costs less than the 10-pound carton of other leading brands.

Sold by wholesalers of air conditioning and refrigeration supplies

SPECIALISTS IN MAKING
WATER BEHAVE



Anderson Chemical Company, INC.
Box 1424 • MACON, GEORGIA • Phone 5-0466

National Industrial Service Association

500 To Hear Frame Motor Rewinding Problem Talks at May 12-15 Meeting

ST. LOUIS — Discussions on new developments in insulation, problems of rewinding pre-NEMA frame motors, shop management, plant layout and equipment, taxes, electronics, and salesmanship will highlight the 24th annual convention of the National Industrial Service Association, Inc. at the Hotel Statler in Buffalo, May 12-15.

More than 500 representatives of the 1,500 NISA member shops are expected to attend, in addition to several hundred wives, associate members, and guests.

NISA is the trade association of electric motor, generator, and transformer service and sales shops in the United States, Canada, Mexico, Cuba, and the

British West Indies.

Brig.-Gen. (Ret.) Henry Z. Lang of Lang Electric Co., Buffalo, is general chairman of the convention.

The keynote speaker will be Rob Roy MacLeod, vice president of Niagara Mohawk Co. of Buffalo.

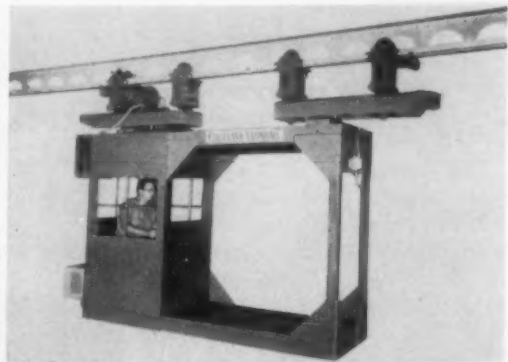
Other speakers scheduled to address the opening day session on Monday morning, May 13 include: Dr. Jack Wilson of Louis Allis Co., Milwaukee, whose topic is "Insulation Trends"; Robert B. Turner of Johnson-Turner Electric Repair & Engineering Co., Ltd., Windsor, Ont., Can., who will talk on shop management; and George Larsen of Larsen-Hogue Electric

Co., Los Angeles, who will discuss transformers.

Speakers at the Tuesday morning session will include the NISA national Vice President Alfred Elson, Jr. of New England Machine & Electric Co., Pawtucket, R. I., who has chosen the subject "Don't Expect Yesterday's Tools To Do Tomorrow's Work"; Robert O. Swados, attorney from Niagara Falls, N. Y., who will discuss taxes, insurance, and legal problems faced by electric motor service shops; V. R. Murphy of Reliance Electric & Engineering Co., Cleveland, whose topic will be industrial electronics; and a newly-elected NISA director, Ben Horton of Atkinson Armature Works, Pittsburg, Kan., whose talk will be entitled "Streamline the Repair Shop with an Eye toward New Fields."

On Wednesday, speakers will be Lloyd Young of Hydro Elec-

AIR CONDITIONED carrier for operation on overhead tramrail systems, designed for conveying ladles of hot metal used for die casting, made by Cleveland Tramrail Div., Cleveland Crane & Engineering Co., Wickliffe, Ohio. Its aluminum-enclosed cab is provided with cooling for the operator and safety switch that prevents the unit from being moved when door is open.



tric Power Commission of Ontario, who will talk on Canadian power developments; Clair Dean of Buffalo Electric Co., Buffalo, who will discuss personnel practices and customer relations; NISA National Secretary Paul M. Sievert of Sievert Electric Co., Chicago, who will discuss NISA's new visual training program; and Fred Powers of Century Electric Co., St. Louis, whose talk will be called "How To Win That Sale."

A new member of the NISA staff, Joseph M. Harrington, assistant to the executive vice president, will review the services performed for members by the St. Louis national headquarters of the organization.

Informal discussion groups will be held on Monday and Tuesday afternoons. On Monday the delegates will have a selection of subjects covering management, small shops, winding materials, and transformers. On Tuesday, the discussions will include the topics of equipment and plant layout, taxes and insurance, industrial electronics, and large shops.

Moderators of the Monday discussion groups will include Arthur Bamford of Sutherland-Schultz Electric Co., Ltd., Kitchener, Ont.; Frank Ross, the NISA national treasurer, of Ross Electric Motor Shop, Fairmont, Minn.; H. C. Blenkhorn, NISA director, of Blenkhorn & Sawle, Ltd., St. Catharines, Ont.; and James Phares of Southwest Electric Co., Oklahoma City.

The Tuesday discussion leaders will include Joseph B. Wagner, newly-elected NISA director, of Wagner Electric Service, Philadelphia; Larry Nelson of M. H. Salmon Electric Co., Inc., Syracuse, N. Y.; John Overton, NISA director, of Electric Motor & Repair Co., Richmond, Va.; and Ross Sawle of Blenkhorn & Sawle, Ltd., St. Catharines, Ont.

CHOICE OF 3 TOURS

On Wednesday afternoon, May 15, chartered buses will take the delegates to their choice of three tours. One tour will take the shop owners to Buffalo area electric motor service firms; another will offer a sightseeing trip; and a third trip will take the conventioners to the Buffalo manufacturing plant of Westinghouse Electric Corp.

The convention will also meet for three social events, including a reception for NISA President Charles J. Covington, of Dowzer Electric Machinery Works, Mount Vernon, Ill., on Sunday night, May 12, at the Statler; a dinner and entertainment at a local restaurant on Monday night; and a dinner at the Statler on Wednesday night to conclude the activities.

TUESDAY EXHIBIT

Forty-five exhibits of manufactured products will be shown at the convention. A "night" for these firms, many of them associate members of NISA, will be held on Tuesday.

Winners of the association's annual shop ideas contest will be announced at a lunch and business meeting to be held on Tuesday, May 14.

Information about the convention may be obtained from the organization's national headquarters, 818 Olive St., St. Louis 1, Mo.

Here it is! one of the new Mueller Brass Co. refrigeration products that are out of this world!

the new

Safety-master

PRESSURE RELIEF VALVE

safety engineered for high volume discharge



New Mueller Brass Co. pressure relief valves provide positive action and high volume discharge. Safety-Masters are built to meet the A.S.A.B. 9 safety code, comply with A.S.M.E. code, and are certified by the National Board. Safety-Masters are available in pressure settings from 150 lbs. to 450 lbs. Settings are factory-accurate and are stamped on the body of the valve. All valves are safety sealed to guarantee maintenance of setting accuracy. In operation, the unique instant action of the valve seat disc relieves pressure without chatter or vibration, and provides complete and positive reseating. Safety-Masters are available in 12 different end connections in straight-through or angle type, and are all made from premium quality brass for superior strength. Every Mueller Brass Co. pressure relief valve is packed in strong metal edge cartons for complete protection until installation. Be sure to specify Safety-Master . . . another new Mueller Brass Co. product that is "out of this world" in design, engineering, and performance.

WRITE TODAY for new product data sheet No. 11



MUELLER BRASS CO. PORT HURON 13, MICHIGAN

171

Imaginative Engineering Helps

Contractor Installs 24 Heat Pumps In 90-Day Period In Washington D. C. Area

WASHINGTON, D. C.—In a 90-day period last summer, Stern, Brenner & Arey Enterprises, Inc. installed 24 heat pumps in and about Washington, D. C.

When that was accomplished, Homer Arey, president, nearly doubled the number of heat pumps previously installed in this area.

New installations included 10 units in a new shopping center, five in an old house in Georgetown formerly owned by Senator Robert Taft, two in lumber yard offices, and seven in a new office building.

All of the units are air-to-air heat pumps manufactured by the Mathes Co.

Arey attributes his success in selling the heat pump largely to excellent cooperation and interest on the part of the local utility, the Potomac Electric Power Co. The utility also affords favorable rates for heat pump operation.

Arey, who combines formal engineering training with eight years of air conditioning sales experience, brings to his job careful supervision of installations and imaginative engineering.

Roof Installations

As an example, the 10 heat pumps for the new Reney-Kensington (Maryland) shopping center are mounted on the roof, so that no floor space is taken up.

They are also mounted directly above the space they cool, thus spreading the load on the roof and permitting short duct runs from the units to the conditioned space.

The units provide a total of 41 tons of cooling through six 5-ton units, three 3-ton, and one 2-ton.

5 Units Used In Taft's Old Home

In Senator Taft's old home, three 5-ton units and two 3 tons provide zone heating and cooling over three floors. Use of multiple units also greatly simplified the ductwork required, Arey said.

Arey has also found a way to apply the heat pump to the "row" house, whose tall, narrow, brick fronts line many a D. C. street in solid rows.

In such an installation last spring, he suspended a 2-ton Mathes unit on the outside of the building beneath a second-story rear window. Mounted on steel beams, it saves badly needed space inside the house.

Neighbor Not Bothered

Although the unit is within a few feet of a neighbor's window, it is reported to produce no objectionable noise. Exhaust air is blown directly to the rear, away from the window.

The house has four rooms and bath spread over a 1,000-sq. ft. area. Heat loss is calculated at 33,000 B.t.u. at 0° F.

The heat pump cost only 20% more than a hot water baseboard heating system, it was re-

ported, and provides air conditioning as well as heating. This in addition to saving inside space that would have been used for the hot water boiler.

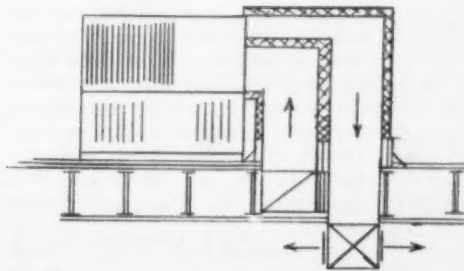
Another installation of which Arey is proud is the air conditioning and heating of the concession building at the "world's largest" drive-in theater in Hyattsville, Md., just over the D. C. line.

The Queens Chapel Drive-In theater boasts a screen 105 ft. wide and parking space for 1,600 cars. It also has two audio units for each car—for stereophonic sound.

Another feature is a section



SUPPORTED ON STEEL BEAMS beneath a second story window of a Washington, D. C. row house, this 2-ton heat pump works year around without disturbing the neighbor whose window is next to unit.



HOW ROOF-MOUNTED heat pump works to cool a new Maryland shopping center. Mounted directly above the space to be conditioned, the unit is positioned to permit extremely short duct runs.

near the concession building with regular theater seats for patrons who did not drive or are weary of sitting in cars.

The concession building is also on grand proportions, measuring 120 by 108 ft. A low, one-story, flat roofed structure, it is heated and cooled by five 5-ton "Weathertron" heat pumps set at the rear of the building. One handles the rest rooms exclusively. The other four cover parallel zones of selling area through ceiling diffusers.

One of the features of the heat pump that particularly ap-

pealed to the management, according to Arey, was its completely automatic operation. This was important to the owners because almost all of the employees are unskilled. They wanted a system that required as little attention as possible.

Heating and cooling thermostats mounted on pillars midway in the selling area control operation of the compressors.

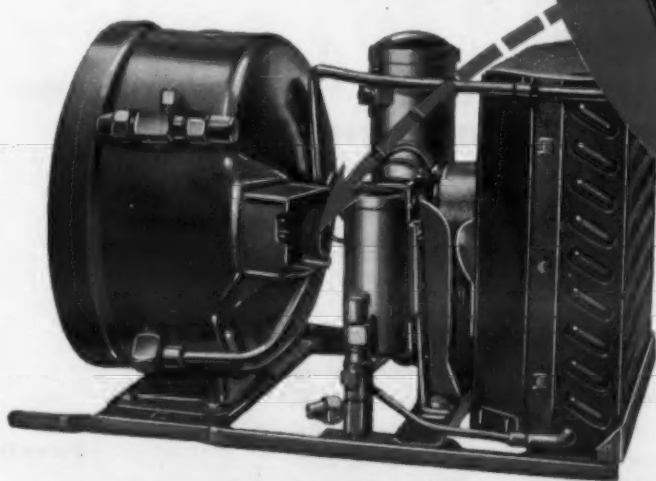
Another factor that helped clinch the sale, Arey noted, was that the utility offered to install a power substation free if the heat pump was used.

One of the features of the heat pump that particularly ap-

EASIEST HERMETICS TO INSTALL AND SERVICE

KELVINATOR EXCLUSIVE!

New Plug-In Relay is both a starting relay and thermal overload protector



- ★ Lighter weight; more compact, simplest mounting.
- ★ All parts for servicing located at one point, on one side of unit.

- ★ Nested-Fin Condenser for best heat dissipation—highest efficiency.

- ★ Over 150 replacement depots from coast to coast.

For additional information write Commercial Advertising Dept., Kelvinator Division, American Motors Corp., Detroit 32, Mich.

Kelvinator

SPECIALISTS IN REFRIGERATION SINCE 1914!

Division of American Motors



Means More for Americans



Automatic Alarm Warns Of Unsafe Temperature

KEY NO. G-3383

WYNCOTE, Pa. — A self-contained automatic alarm unit that is claimed to instantly sound a warning buzzer when an unsafe temperature is reached in refrigerators, freezers, and blood banks was recently developed here by Mack Electric Devices, Inc.

Called "Thermo-Alarm," the unit permits a 24-hour maintenance of constant safe temperature and correction of temperature changes.

It plugs in to any 110-115-v, 60-

cycle outlet, has optional fail-safe remote telephone hookup in addition to 115-v. a.c. remote signal feature. It contains a sensitive thermostat pre-set to desired temperature, enclosed in hermetically sealed, frost-free tube placed in cabinets or near material to be protected, the company pointed out.

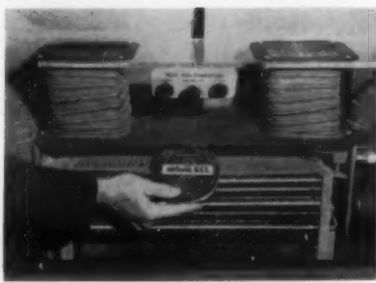
A temperature change causes the thermostat to activate the operating mechanism which in turn sounds warning buzzer. Thermo-Alarm is contained in a metal 3 by 3 by 5 1/2-in. box. Thermostats are factory calibrated to specified temperatures from -10 to 300° F.

Auto Cooler Odor Controller Offered

KEY NO. G-3384

NEW YORK CITY — Airkem, Inc. has developed an odor controlling material for automotive air conditioning.

Combining "Airwick" odor control product with a gel base to produce a slowly evaporating solid, offers a solution to the odor



problem, the company said. When the air stream of an air conditioner passes over the gel, volatile ingredients of the gel mix with the air. When there is an odor, these ingredients work to counteract it.

Airkem kit for installation in one make of car, contains a can of gel, mounting plate, and length of rubber hose. Suction developed in the air conditioner draws air into the gel can, over the gel through the air hose, and into the conditioner for distribution.

In other type of auto unit, a cartridge of gel is secured to the cooled air outlet by means of a bracket. Cooled air passing over the gel carries the odor-control.

Pyramid Volt-Ammeter Permits Selection

KEY NO. G-3385

LYNBROOK, N. Y. — A completely new snap-around volt-ammeter, RS-1 "Amprobe," has been introduced by Pyramid Instrument Corp. here.



Having built-in recessed range-selector which permits selection of any one of four amps and two voltage ranges by a flick of the thumb, the Amprobe has only one current scale or voltage scale visible at one time. This is said to up speed of reading and minimize chance of error in the reading.

New features include a magnifying-glass covered dial, a longer needle sweep, a "Pointer-Lock" to lock needle in place when taking a reading in a difficult location, bayonet voltage leads that lock-in at bottom for quick connecting, impact-proof case that won't chip or crack with non-slip ribbing to give firm pistol-grip, advanced printed circuit construction, and shielded core magnet movement of the unit.

Amprobe RS-1 can be used for current measurement without cutting conductors, the company said. It is utilized for balancing circuits, tracing faults and grounds, and operates as an aid in estimating new or revised distribution circuits and diagnosing operating troubles without shutting down equipment or premises, the firm explained.

A pocket-size snap-around volt-ammeter, the Amprobe comes equipped with fitted leather case that can be hooked on the serviceman's belt.

It sells for \$39.85 complete, it was added.



Add-On Evaporator Coil Introduced

KEY NO. G-3386

WICHITA, Kan. — A new "add-on" evaporator coil assembly for installation with 2 or 3-ton systems which may be applied to all horizontal, upflow, counterflow, and low-boy furnaces having adequate air handling capacity for summer air conditioning was announced here by Coleman Co., Inc.

Consisting of a direct expansion fin and tube coil set at an angle in an insulated metal cabinet, the new universal unit has outer dimensions of 26 1/4 in. width, 25 1/2 in. depth, and 25 in. height.

Coil is 24 rows high, three deep, and has a face area of 4.32 sq. ft., the company stated. Aluminum fins are spaced 12 per inch. Condensate pan has been designed for fast run off and minimum re-evaporation.

Openings for conventional or small-pipe systems may be cut in either the top or sides of the cabinet, it was noted. A removable panel provides easy access for inspection and servicing, the firm said.

The manufacturer also has a complete line of plenum cooling units specifically designed for use with the firm's "Trim-Boy" furnaces, both upflow and counterflow models.



IS YOUR OWN BRAND PULLING THE RUG FROM UNDER YOU? A TYPHOON FRANCHISE PROTECTS YOU AGAINST NEEDLESS COMPETITION

It happens every day. You work your head off trying to land an air conditioning job. Then someone else steps in and offers the same unit at a cut price. That "someone else" turns out to be a wholesaler, a factory-owned branch or the factory itself. But it can't happen with Typhoon. With a Typhoon franchise, the line is yours. You get 100% co-operation — not competition — from Typhoon.

HERE'S HOW YOU CAN PROFIT WITH A TYPHOON FRANCHISE:

DIRECT FACTORY CO-OPERATION puts more profit in your pocket. **INDUSTRY'S MOST COMPLETE LINE** water-cooled or waterless packaged units to 40 tons. Air-cooled or water-cooled condensing units, off-the-floor units, waterless residential units of all sizes, air handling units, complete line of furnaces. **LIBERAL FINANCE PLANS** easy, inexpensive terms for you and your customers. **TOP ADVERTISING COOPERATION** Typhoon pays up to 100% of your own local ad costs. No local competitors' names in your advertising. **YEAR-ROUND SALES PROMOTION** aggressive, field-tested program that pulls in sales at a profit. **QUALITY EQUIPMENT** the features your customers want, at the price they're willing to pay. **NATIONALLY ADVERTISED** in Business Week, Progressive-Grocer, Architectural Forum, Factory Management, Super Market Merchandising.



TYPHOON AIR CONDITIONING COMPANY 505 Carroll Street, Brooklyn 15, New York

For more information about products advertised on this page use Information Center, page 66.

Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

Products Advertised

(list name, page, and issue date)

.....

What's New or Current Literature Available

Key No. Key No.
 Key No. Key No.
 Key No. Key No.
 Key No. Key No.
 Key No. Key No.

Name Title
 (Please Print)

Company

Street

City Zone State

Type of Business

MAIL THIS FORM TO

AIR CONDITIONING & REFRIGERATION NEWS
 Readers Service Dept.

450 W. FORT ST.

DETROIT 26, MICHIGAN



Remote Condenser Unit Has Low Silhouette

—KEY NO. G-3379—

CHICAGO—Rheem Mfg. Co. recently unveiled its new 5-ton "Rheemaire" low-silhouette remote condenser unit standing only 31 in. high.

A 3-hp. compressor combines with the "Air-Film" condenser so the model delivers 60,000 B.t.u.h. cooling under standard ASRE conditions, the company said.

Cooling is effected in the home by cooling coils in the furnace plenum or through a supplementary unit containing horizontal flow coil, blower, and filters.

In retail establishments, Rheemaire will provide cooling from ceiling-mounted units containing evaporator coil, blower, and filters. Condensing unit can be mounted on the roof of a single-story building, or mounted on brackets attached to a wall in multi-story structures.

Copper condenser surface is covered by a thin water film to increase heat removal rate, it was stated.



RCA-Whirlpool Offers 12-Model Freezer Line

—KEY NO. G-3380—

ST. JOSEPH, Mich.—Pace setter of the 12-model freezer line introduced for 1957 by Whirlpool-Seeger Corp. is the 12-cu. ft. "Mark VII" vertical unit which is said to achieve the built-in look without custom installation.

In the line are seven vertical and five chest freezers with capacities ranging from 420 to 700 lbs. Net storage volumes vary from 12 to 20 cu. ft.

"Imperial" 20, 16, 12-cu. ft. Imperial Mark XII, and the Mark XII vertical freezers feature roll-out baskets for meat and fowl, slip-out can racks for frozen soups and juices, and tilt-out ice cream bin. Adjustable door shelves are designed to accommodate frozen food packages, while open-grid gates hold items with each in full view, the company explained.

Constant zero-cold is maintained throughout the entire freezer cabinet by an air circulating system set in the door. All models except Mark XII with four have five quick-freezing surfaces, including the top liner. Available with either right or left hand doors, the units have automatic disposal system which directs defrost water through a tube to a special evaporator pan below.

Net shelf area of the 20-cu. ft. vertical is 20.27 sq. ft. Dimensions are 65½ by 34 by 34½ in. The

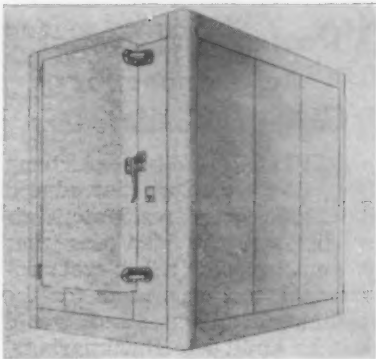
16-cu. ft. model has 16.8-sq. ft. shelf area with measurements of 65½ by 34 by 32½ in. Mark XII's have 13.67-sq. ft. shelf area and dimensions of 59 by 30½ by 32 in.

Three "Custom" freezers include a 19-cu. ft. unit with 21.1-sq. ft. shelf area which measures 72½ by 36½ by 31½ in. A 15-cu. ft. unit with 17-sq. ft. shelf area has dimensions of 68½ by 29½ by 31½ in. The new 12-cu. ft. Custom vertical has 16.06-sq. ft. shelf area and measures 59 by 30½ by 32 in.

Imperial chest freezers have a blast-freeze fan which is said to force zero-cold air through a fast-freeze basket. It is controlled by a pushbutton at front and a light signal when it is in operation. Removable dividers separate the chest into sections.

The 20-cu. ft. Imperial model has dimensions of 37 by 70½ by 33½ in. A 15-cu. ft. unit measures 37 by 54½ by 33½ in.

In addition, there is a 20-cu. ft. Custom chest freezer which measures 78½ by 37 by 31½ in., a 16-cu. ft. model with dimensions of 65½ by 37 by 33½ in., and a 12-cu. ft. unit the same size except it is 52½ in. long.



Walk-In Freezers Feature Expandability

—KEY NO. G-3381—

INDIANAPOLIS — Elliott-Williams Co. here recently developed a larger bulk storage unit for frozen food, the manufacturer announced.

A new line of walk-in freezers 5 ft. 8 in. by 5 ft. 8 in. to 60 by 20 ft. or larger was introduced. Constructed of small interchangeable panels, it is possible to expand the size of this equipment

or change its location easily, the company said.

Available in aluminum alloy, stainless steel, and natural anodized aluminum finishes, the walk-in has overlapping of super freezer door equipped with electric heater element.

Electrostatic Filter Is Water Washable

—KEY NO. G-3382—

HOUSTON, Texas — A permanent, electrostatic, water washable filter for use in heating or air conditioning systems is being manufactured by the Perma-Fil Mfg. Co. here.

Made in aluminum framed or pad types, the filter is claimed to have an efficiency range of 90 to 98%, with 99 to 100% efficiency on ragweed pollen.

At a resistance of .50 in. of water, a 2-in. "Perma-Fil" filter will hold about 2 lbs. of dust.

The filter pad is made of animal hair chemically treated to eliminate odor and then treated with Dow "Saran" plastic for perma-

nency. Without the plastic treatment, it is available as a "throw-away" filter with a life of two seasons.

The permanent filter can be cleaned by spray or rinse water. A mild detergent can be used when oil or grease accumulates. Lint may be removed with a vacuum cleaner.

The filter is available in thicknesses of ½, 1, or 2 in. Pad-type filters measuring 10 by 24 by ½ in. and 15 by 24 by ½ in. are stocked by all distributors, the manufacturer says. Either size may be cut to fit any window air conditioner, he notes.

Lath base is of steel copper plated and then galvanized. It not only holds the filter pad in place but catches 80% of the lint, the manufacturer asserts.

Throughout this issue are pictures of many new products shown at the Heating and Air Conditioning Exposition. Additional picture coverage of the show also appeared in the March 11 issue.

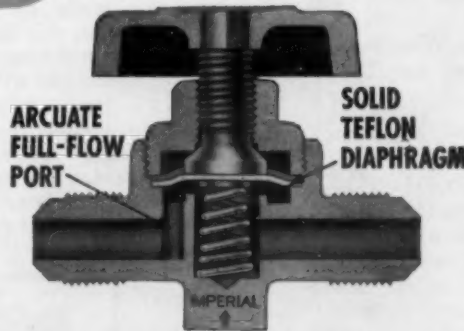
for COMPACTNESS
that means REAL ECONOMY
use the

IMPERIAL
DIAMOND
VALVE



NOW $\frac{2}{3}$ the Size WITHOUT REDUCING FLOW!
Cuts Valving Costs

- Introduces an entirely new idea in refrigeration valving practice.
- Matches the industry trend to more compact installations—it fits into much smaller spaces.
- Economy . . . cost of valving is substantially reduced.
- Solid TEFLON Diaphragm . . . impervious to all refrigerants . . . long lasting . . . withstands unlimited openings and closings.
- Also other advanced design features . . . such as arcuate full flow ports . . . mean top efficiency.
- Quick easy finger-tip operation.
- Copper tube extensions on solder type dissipate heat so valve can be soft or silver soldered into line without disassembling.



Ask for Bulletin No. 115-REF

Emblem of Quality

THE IMPERIAL BRASS MFG. CO., 866 S. Racine Ave., Chicago 7, Ill.
In Canada: 334 Laurier Ave., Toronto, Ontario

IMPERIAL

FITTINGS • VALVES • DRIERS • FILTERS
FLOATS • CHARGING LINES • TOOLS for
Cutting, Flaring, Bending, Pinch-Off, Swedging

Whirlpool-Seeger Adds Lines**Birtman Merger OK Would Change Name To Whirlpool Corp.; Nets \$13,808,294**

ST. JOSEPH, Mich.—The annual report of Whirlpool-Seeger Corp. covering the first full year of operations ended Dec. 31, 1956, has been mailed to stockholders. It shows net sales of \$368,220,975 and net earnings, after taxes, of \$13,808,294.

The report was accompanied by a proxy statement of a proposed merger with Birtman Electric Co., Chicago, and notice of a special meeting of Whirlpool-Seeger stockholders at Chicago, March 29, at 10 a.m. in the Sheraton hotel to vote on the merger.

If the merger is approved the surviving company will be Whirlpool-Seeger Corp. and its name will be changed to Whirlpool Corp.

Under the new set-up, it was reported, Sears Roebuck & Co. would own, directly or indirectly, 430,410 shares, or 7% of Whirlpool common stock, and RCA would own 1,158,563 shares, or 18.97% of the common shares of the surviving company.

SEARS GROUP WOULD OWN 17% OF COMMON

However, including the shares owned by Sears, the "Sears group" will own 1,027,107 shares, or 16.8% of common and 55,878 shares, or 26.2% of 4 1/4 cumulative convertible preferred stock of Whirlpool, it was understood.

The "Sears group" reportedly includes Sears, its wholly-owned subsidiaries, Allstate Insurance Co. and Allstate Fire Insurance Co.; the savings and profit-sharing pension fund of Sears Roebuck employees; the Sears Roebuck Foundation and the Allstate Foundation.

REFRIGERATION, COOLING SALES ARE 28% OF NET

The proxy statement of the proposed merger of Birtman Electric into Whirlpool-Seeger indicated that sales to Sears Roebuck accounted for \$218,401,467 of Whirlpool-Seeger's net sales last year. The statement also revealed that 62% of Whirlpool's 1956 net sales were contributed by laundry equipment; 28% by refrigeration and air conditioning; and 10% by all other lines.

Highlights of the Whirlpool-Seeger annual report for 1956 are the following:

Net sales	\$368,220,975
Net earnings after taxes	\$13,808,294
Per share common stock	\$2.25
Percent of net sales	3.75%
Dividends paid	\$ 8,866,008
Per share common stock	\$1.40
Per share preferred stock	\$3.40
Taxes	\$ 18,290,284
Per share common stock	\$3.14
Stockholders' equity	\$ 96,445,267
Working capital	\$ 55,912,571
Property, plant and equipment. Net at year-end	\$ 70,024,661
Expenditures for property, plant, and equipment during year	\$ 20,312,299
Provision for depreciation	\$ 5,743,299
Shares common stock outstanding	5,822,252
Shares preferred stock outstanding	213,159
Shareholders common stock	10,917
Shareholders preferred stock	2,714
Employees	16,664
Extraordinary pre-production and make-ready costs:	
Before taxes	\$ 9,022,508
After taxes	\$ 4,330,804
Per common share after taxes	\$.74

In their letter to stockholders Walter G. Seeger, chairman of the board, and Elisha Gray II, president, stated their views, in part:

"1956 is the first calendar year of operations for Whirlpool-Seeger Corp. The corporation began functioning on Sept. 15, 1955. Therefore, there are none of the customary past performances to use as standards for comparison. . . . Even without benefit of comparisons the first full year of Whirlpool-Seeger should stand on its own merits."

Reporting on progress toward company objectives, the letter said:

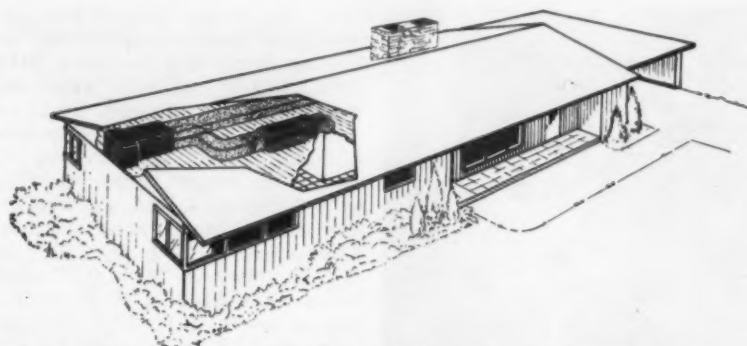
(Concluded on next page, col. 5)

Dealers Find Special Applications for Compact Conditioners

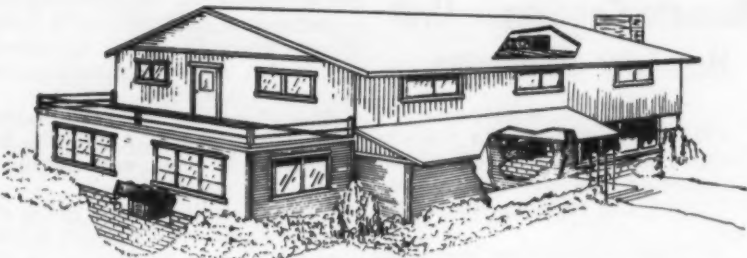
DAYTON — When Airtemp Div., Chrysler Corp. introduced its 1100 series residential air conditioner, the idea was that it would provide a low-cost central-type cooling system for the medium-size home, and would just be limited to that market.

But some enterprising dealers in the field weren't content to limit themselves to applying this unit to the medium-size home and conventional attic installations. They began installing the unit (or multiples of it) in all kinds of home, and even in frozen custard stands.

They sent drawings and descriptions of their installations to the factory, which has made a slide film of them from which the accompanying pictures are taken.



THIS IS how one dealer linked up the self-contained summer cooling unit with an attic-located horizontal furnace to provide year-round air conditioning.



THREE units supply comfort cooling to this rather sizable residence. One unit (bottom left) serves the sunporch area, one (bottom right) serves the kitchen-dining room section, and another (upper right) handles the second floor bedrooms.

Warranted Two Years

New Redmond Single-Bearing MonoMotor

INCORPORATES DESIGN PRINCIPLES NEVER BEFORE AVAILABLE IN FHP SINGLE-BEARING MOTORS

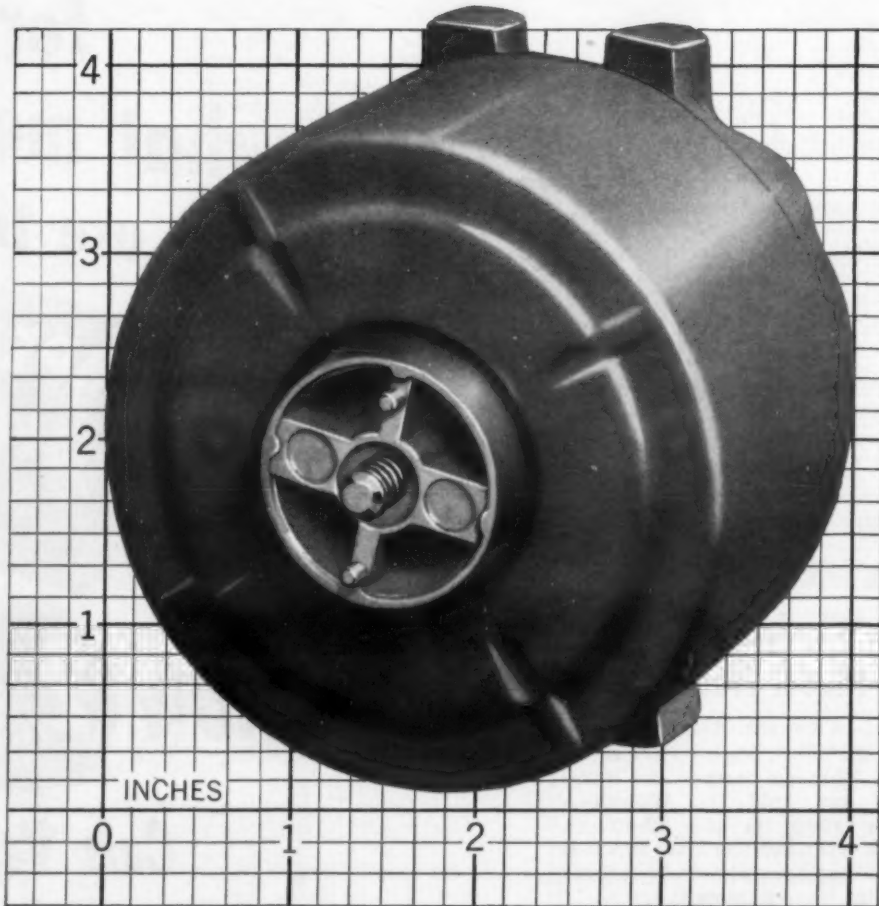
The Tri-Flux design, described and illustrated at the bottom of this page, is available only in Redmond small-diameter motors. This design adds a third area of magnetic flux which greatly increases the efficiency and starting and running torques of the AM-4 over conventional old style single-bearing motors.

Redmond's Uni-Cast construction allows the precision manufacturing that results in a motor that is smooth-running and quiet and can be depended on to give years of service-free performance. Exact bearing alignment, uniform air gap, and the elimination of magnetic wedges assure long life and whisper-quiet operation.

The AM-4 is guaranteed not to leak oil in all-angle use or in shipment. The new positive oiling system provides an extra large oil reservoir for lifetime lubrication. Positive oiling is achieved through the forced recirculation of the lubricant, which is completely suspended and uniformly distributed in pure wool and nylon wicks.

Made of a durable, lightweight metal, this new single-bearing motor is considerably lighter than conventional old style models.

Designed for all-position mounting—vertical shaft up, shaft down, or any angle—and interchangeable to accommodate all standard brackets and special mounts, the AM-4 is adaptable to a wide variety of applications.



Designed Specifically for the Refrigeration and Air Conditioning Industries and Adaptable for a Wide Variety of Applications

The AM-4 is a 4-pole motor, 1550 r.p.m., 115 volts, 60 cycles. It is available in odd voltages and frequencies, and is rated at 1 1/2, 4, 6, 9, 12, and 16 watts.

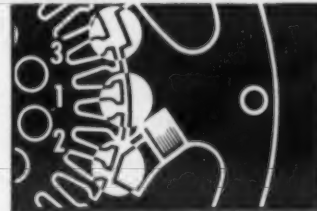
1/4" external shaft diameter is projected in bearing to 5/16" for added strength. There are six lead outlets.

How Tri-Flux Design Improves Performance

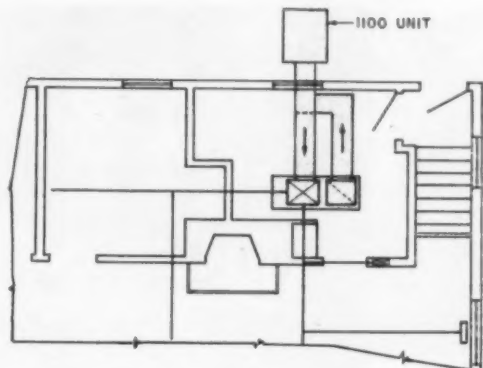
The salient pole single phase induction motor has only one flux path—indicated by the white circle—between the field and the rotor. The motor is not self-starting—for commercial value a starting mechanism must be added.



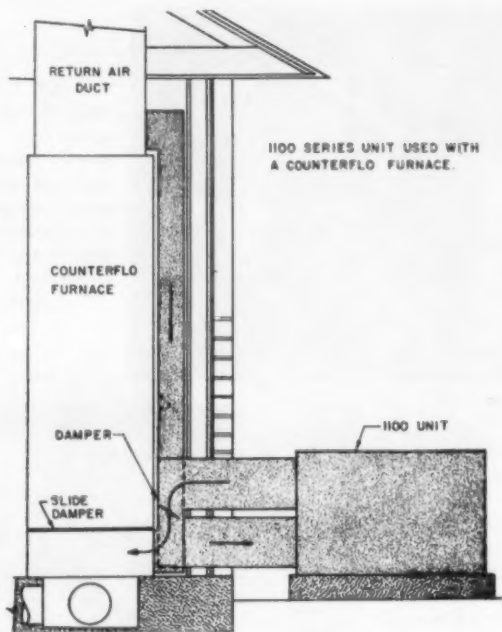
The second white circle indicates the flux path added by wrapping a shading coil around the trailing pole tip. Power and uni-directional action are increased in this shaded pole induction motor, and it is now self-starting. This motor is now practical at low cost, and is used for applications requiring limited starting torque.



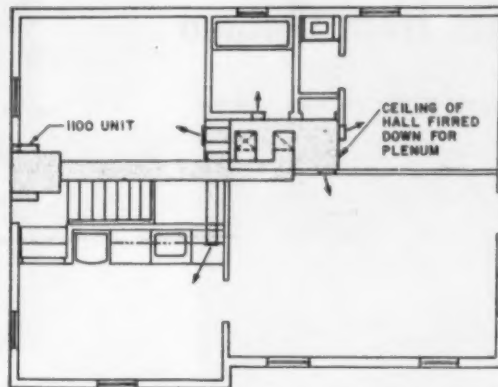
Note that a third flux path has been added at the leading pole tip. This was accomplished by Redmond's Tri-Flux design, whereby a "reluctance notch," which can be seen in the third white circle, is put in the leading pole tip. Efficiency and starting and running torques are greatly increased. New applications are opened to these improved, low-cost motors.



OUTSIDE installation of the unit connecting through to ductwork and combining with a low-boy furnace installed in the basement of an existing home was method of this job.

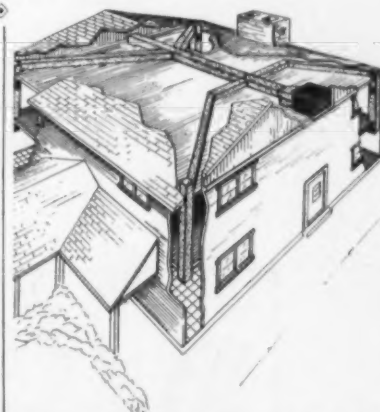
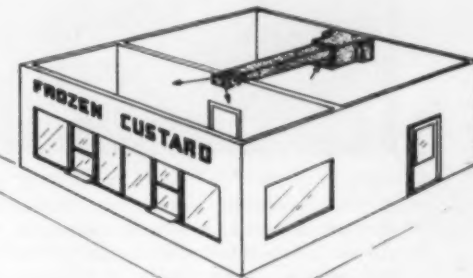


DAMPER arrangement made possible this installation (with unit outside the house) in home equipped with a counter-flow type furnace.



"PULLMAN HALLWAY" type of installation has conditioning unit in the attic with ceiling of hall for plenum and registers stubbed off to each room.

SIMPLE installation handles the area in a frozen custard stand in which there will be people.



OLDER, TWO-STORY home was cooled by using attic ducts connected with risers placed in the corner of rooms as shown. Risers were decorated to blend with adjoining halls.

for Customer Satisfaction Features All-Angle Operation

STANDARD AM-4 RATINGS

Totally Enclosed
Any Position Mounting

115V • 60 CYCLES • 4-POLE • 1550 RPM • ALL-ANGLE OPERATION

Model Number	Watts Output	AMPS	A $\pm \frac{3}{4}$	Hi Impedance Protected	Duty		Weight Lbs.-Oz.	Notes
					Fan	Mechanical		
*AM-4000J	1.5	.30	2 $\frac{4}{8}$	YES	YES	YES	2-2	1. All standard model numbers are clockwise rotation facing shaft end of motor. Opposite rotation supplied on request. 2. All motors comply with U. L. and C. S. A. electrical design standards.
*AM-4001J	4	.44	2 $\frac{4}{8}$	YES	YES	NO	2-2	
*AM-4200J	6	.46	2 $\frac{4}{8}$	YES	YES	YES	2-9	
*AM-4300J	9	.58	3 $\frac{1}{8}$	YES	YES	NO	3-1	
AM-4400A	12	.72	3 $\frac{7}{8}$	YES	YES	NO	3-9	
*AM-4401A	16	1.03	3 $\frac{7}{8}$	NO	YES	NO	3-9	

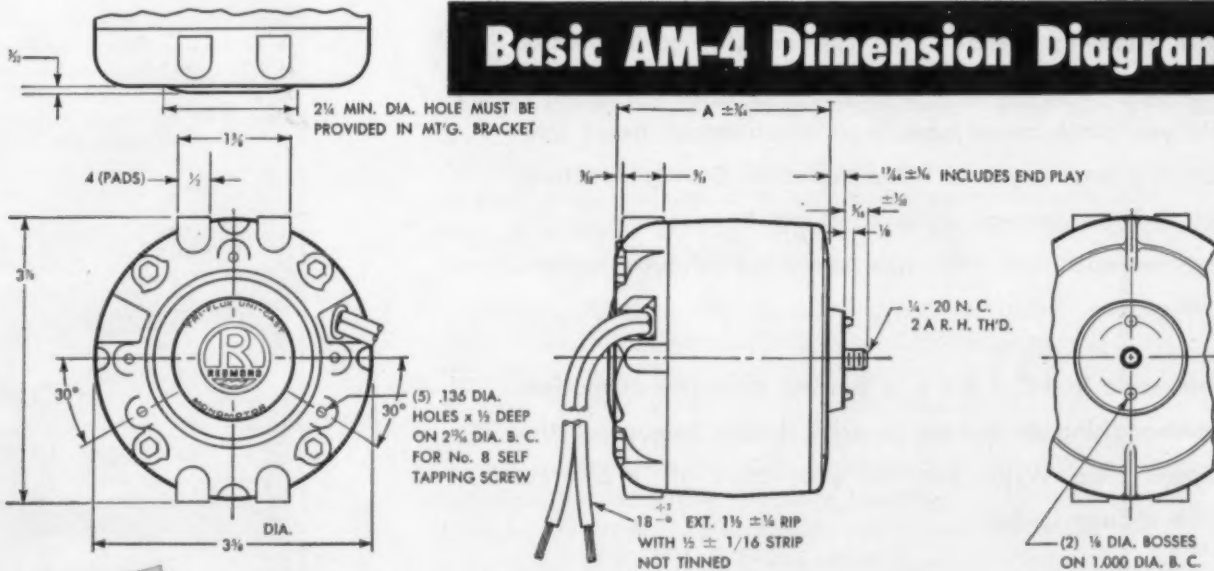
*May be operated on 50 cycles at 1300 RPM—Fan Duty—Hi-Impedance protected.
*Thermal protected.

OPTIONAL FEATURES

Motors are supplied standard as shown. Also available are other features of special stud extensions, sleeving over leads, other lead material, feed-thru switches, plugs, terminals, conduit clamps and special lubricant as required for exceedingly high and low ambient operation.

Other performance ratings for various voltages, frequencies and loads can be supplied for your product. Our sales engineers will welcome the opportunity to assist you in developing the most practical motor for your applications.

Basic AM-4 Dimension Diagram



More Products from Chicago



—KEY NO. G-3365—

A 5-hp. residential summer air conditioning system, part of an extensive line of year-round winter and summer air conditioning equipment offered by Fraser & Johnston Co., is the subject of a discussion between Lou Ramos of the company (left) and Charles Woodruff of Baton Rouge, La.



—KEY NO. G-3367—

DRIERS FOR refrigerant systems, using new Molecular Sieves desiccant, were shown by Tube Manifold Corp. In display panel at left, driers on top are for systems in the 3/4-ton to 1 1/2-ton range. Ones at bottom are for 10-15-ton range.



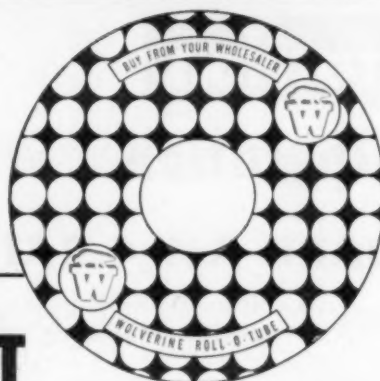
—KEY NO. G-3366—
"DIRT IS NOT CHEAP" sign points up importance of keeping condenser clean. Stoddard Industries is supplying a special filter for refrigeration condensers. At left are "Dust Magnet" electrostatic filters for air conditioning jobs.



—KEY NO. G-3368—

PEERLESS "CLIMA-PUMP"; all electric air-to-air heat pump, manufactured by Peerless Corp., poses with model Sandra Stuart.

YOU CAN ADD ANOTHER SALESMAN WITHOUT COST



Adding the equivalent of another salesman to your staff isn't difficult or expensive—when you stock and sell Wolverine Roll-O-Tube®. Here are just a few of the ways in which this modern, round carton of copper tube sells for you:

Roll-O-Tube gets right in there and pitches on the sales front. Once your customers have experienced such work-saving features as its use as a reel, its easy handling and opening, and the convenient way it protects unused tube you'll find that Roll-O-Tube sells itself—becomes a silent member of your sales staff.

Because it is easy to roll and carry, Roll-O-Tube speeds stock handling, pleases your customers by giving faster counter service. Also, because it is super thin, Roll-O-Tube lets you stack more tube in a given area, helps free valuable floor space for other materials. During inventory, Roll-O-Tube speeds stock checking because its large, easy-to-read print tells size and type of tube in one, fast glance.

Wolverine Roll-O-Tube is a perfect example of modern merchandising at its best. Specify it next time you order copper tube. Write, too, for your copy of "Wolverine Tube Is Easy To Sell".

CALUMET & HECLA, INC.
CALUMET DIVISION
WOLVERINE TUBE DIVISION
FOREST INDUSTRIES DIVISION
GOODMAN LUMBER COMPANY
CALUMET & HECLA
OF CANADA LIMITED
CANADA VULCANIZER AND
EQUIPMENT COMPANY LIMITED



WOLVERINE TUBE

Division of Calumet & Hecla, Inc.
1413 CENTRAL AVENUE, DETROIT 9, MICH.

Manufacturers of Quality-Controlled Tubing and Extruded Aluminum Shapes



—KEY NO. G-3369—

THREE-WAY solenoid valve with special by-pass feature, designed for hot and chilled water systems, is demonstrated by John Marling (right) of Jackes-Evans Co. to S. C. Segal (far left) of Kramer-Trenton Co., and I. H. Cohler of Chicago.



—KEY NO. G-3370—

NEW "RANCHO" air-cooled packaged air conditioner by Gibson Refrigerator Co., in 2-hp. and 3-hp. sizes, has special application in ranch-type homes. John Ambrose (left) of Gibson is telling Frank Early of Grapevine, Texas.



—KEY NO. G-3371—

"INVISO-MATIC" cooling and heating systems were shown by Triad Sales Corp. Units are designed to provide complete year-round conditioning in conjunction with the Triad radiant hot water heating system package.

PLANTS IN DETROIT, MICHIGAN, AND DECATUR, ALABAMA. SALES OFFICES IN PRINCIPAL CITIES.

EXPORT DEPARTMENT, 13 EAST 40TH STREET, NEW YORK 18, NEW YORK



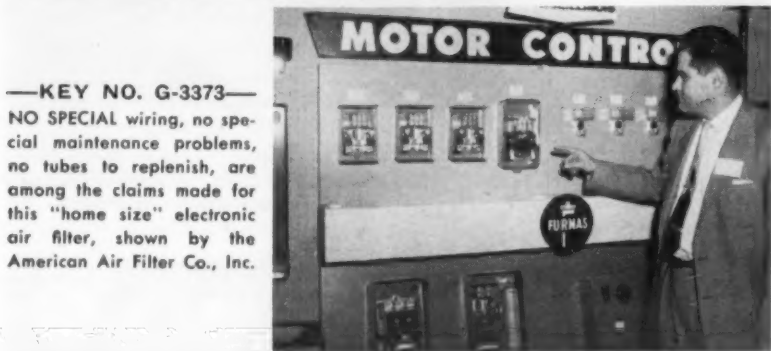
—KEY NO. G-3372—
SPECIAL PURPOSE starters for air conditioning and refrigeration systems, both single-phase and three-phase, as developed and produced by the Furnas Electric Co., were on display.



—KEY NO. G-3377—
AIRTEMP HEAT PUMP made its debut at the Exposition. As Peggy Hammer points out here, it is so designed that various principal components can be separated thus making a remote installation possible. Announcement is expected soon on sizes and availability of production models.



—KEY NO. G-3378—
CONSTANT CONDENSER air flow, regardless of wind direction, is a principal claim for this air-cooled condensing unit being offered by Southwest Mfg. Co. Vertical hot air discharge preserves nearby foliage, it is said. Looking over the unit here are O. S. McGregor, Sr., Edward Marcum, Chester Morris, and B. T. Church.



—KEY NO. G-3373—
NO SPECIAL wiring, no special maintenance problems, no tubes to replenish, are among the claims made for this "home size" electronic air filter, shown by the American Air Filter Co., Inc.



—KEY NO. G-3374—
PRESSURE REDUCING VALVE for high velocity air distribution, offered by Tuttle & Bailey, features acoustic damper, Model Pat Lee learns.



—KEY NO. G-3375—
BALANCED MOTORS and blower components, for direct or intra-drive, assure smoother, quieter operation of blowers built by Morrison Products, Inc., according to R. W. Leverenz, sales engineer for the company.

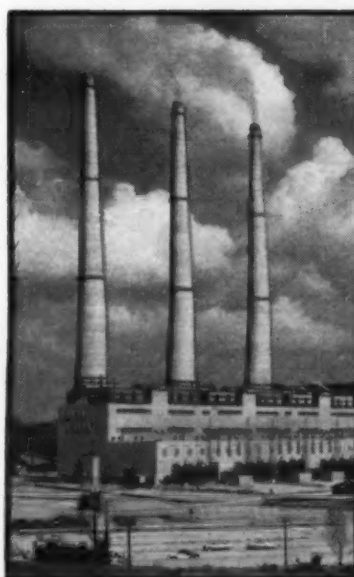


—KEY NO. G-3376—
REDUCED VOLTAGE STARTER for smooth compressor acceleration, introduced by Cutler-Hammer, Inc., is explained by Paul Erickson, branch manager of the company's Dayton office.

Looking for
a Business to Buy . . . ?

Check the
Business Opportunities
Section
in the classified
advertising columns.

GENERAL ELECTRIC ZONE-BY-ZONE AIR CONDITIONING IS BIG BUSINESS!



BIG! Clifty Creek Plant, Madison, Ind., world's biggest investor-owned power plant installed General Electric Zone-by-Zone Air Conditioning.



BIG! Modern Louise Obici Memorial Hospital, Suffolk, Va., installed G-E Zone-by-Zone Air Conditioning.



BIG! 12-story Medical Arts Building, Oklahoma City, Okla., installed G-E Zone-by-Zone Air Conditioning.

General Electric makes it easy for contractors to land and handle the BIG jobs!

General Electric Air Conditioning Contractors bid on the big jobs—and land them! Thanks to General Electric's Zone-by-Zone method, contractors can offer installation without costly interruption to business—no major alterations to premises—no large initial outlay. And General Electric helps arrange liberal financing for your customers.

With the fabulous opportunities of Air Conditioning's Billion Dollar Decade ahead, General Electric comes through with the profit-building "Golden Gate" Plan. It gives General Electric Contractors tremendous advantages—industry's most famous trade-mark—most flexible selection of floor- and ceiling-mounted units, air- and water-cooled—comprehensive sales training course—famous 5-year warranty—Selected User Plan that pinpoints advertising, promotion and sales efforts to all prospects.

Get your share of Billion Dollar Decade profits through

General Electric's "Golden Gate" Plan. See your General Electric Distributor or mail coupon. General Electric Company, Commercial and Industrial Air Conditioning Dept., 5 Lawrence St., Bloomfield, N. J.

C. J. Rigby, General Electric Co.—Section A-4
Commercial & Industrial Air Conditioning Dept.
5 Lawrence Street, Bloomfield, N. J.

I am interested in a front row seat for THE BILLION DOLLAR DECADE.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

In Canada, Canadian General Electric Co., Ltd., Montreal

Progress Is Our Most Important Product

GENERAL  ELECTRIC

For more information about products advertised on this page use Information Center, page 66.

What Was New At the ASHAE Show



KEY NO. G-3340

RESIDENTIAL combination air conditioner model CU-B3 featuring completely automatic controls was among the complete line of residential air conditioning exhibited by the American-Standard Air Conditioning Div.



KEY NO. G-3341

IN DEALER DISPLAY CENTER setting was York Corp.'s sealed circuit "Pathfinder" residential air conditioner, designed for quick assembly and easy installation. Air-cooled unit components are at bottom of display; above are accessories, such as "silent flow" ceiling diffusers.



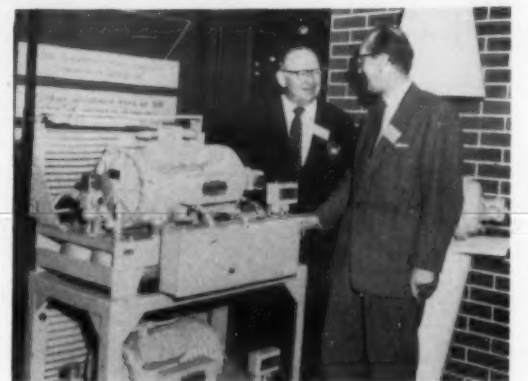
KEY NO. G-3342

"CLEAN-IT TWINS," new tool for descaling and cleaning coils and cooling towers, are easily moved by model Holly Ray. Twins are manufactured by Hastings Air Control Co.



KEY NO. G-3343

TWO FEATURED items in Lennox Industries, Inc. exhibit were the All-Season Aire-Flo residential air conditioning system (at left) and the "Curtain System" of air distribution for school air conditioning systems, designed to eliminate cold walls and distracting drafts.



KEY NO. G-3344

NEW, COMPACT 7½-hp. "Brunner-Metic" compressor gets the attention of a foreign visitor to the Exposition, P. H. Vandenreydt (right) of Schiedam, The Netherlands. Paul Hunker of Brunner describes the model.



KEY NO. G-3346

"DE-ICER" CONTROL for room air conditioners has been developed by Ranco Inc., and Jim Manecke, sales manager, points out operating features.

AEROVOX

"Weatherguard" FINISH

PROTECTS CAPACITORS AGAINST RUST AND CORROSION!

Available now . . . on the complete line of Aerovox air-conditioning capacitors . . . superior "Weatherguard" case finish and rugged cadmium-plated covers to provide maximum protection against rust and corrosion.

New . . . "Weatherguard" case finish protects Aerovox AC capacitors from corrosion regardless of the climatic operating conditions. Service and life-tests have shown the superiority of "Weatherguard" case finish over all other finishes.

Just as important . . . durable cadmium-plated covers have eliminated harmful corrosion in those all-important areas under the bushings and at the double-rolled seams.

Now . . . Aerovox AC capacitors "stay-on-the-job" much longer with more dependable performance thanks to the exclusive "Weatherguard" case finish and rugged cadmium coated covers.

For complete details contact your local Aerovox sales representative...or write:

AEROVOX CORPORATION

NEW BEDFORD, MASSACHUSETTS

In Canada: AEROVOX CANADA, LTD., Hamilton, Ont.

Export: Ad. Auriema, 89 Broad St., New York, N. Y. • Cable: Auriema, N. Y.



KEY NO. G-3345

ONE OF FIVE MODELS ranging from 3 to 15 tons capacity in Marley Corp.'s "AquaCooler" line of cooling towers is examined by H. S. Valentine of Kansas City (r.). A. D. Talbot, Marley sales representative, describes features.



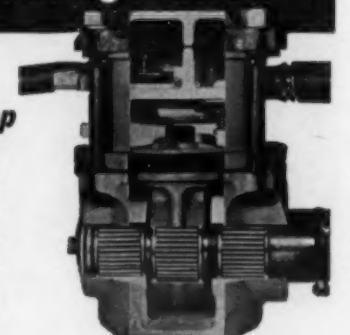
KEY NO. G-3347

"M-PEL-AIR" POWER EXHAUSTER with spun aluminum housing always looks bright. Model Vivian DeVine sparkles too. New power exhauster is the product of the Brookside Corp.

ACE, the quality line for air conditioning and refrigeration

MODEL 77 Diaphragm Descaling Acid Pump

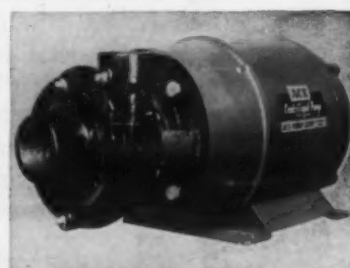
Descaling compounds can't affect this pump! All parts in contact with compounds are completely acid-resistant. Can be supplied as portable unit with pump and motor mounted on sturdy base and with convenient carrying handles.



Plus a complete line of centrifugal pumps

. . . sized to fit your needs. ¼ H.P. thru 7½ H.P. Easy to install and compactly built. Advanced features include exclusive baked-on lifetime finish to enhance appearance and resist corrosion, John Crane mechanical seal, and all-bronze one-piece impellers. Continuous duty motor.

Manufacturers representatives and distributors' inquiries invited.



ACE PUMP CORPORATION
140 HERNANDO ST. • MEMPHIS, TENN.



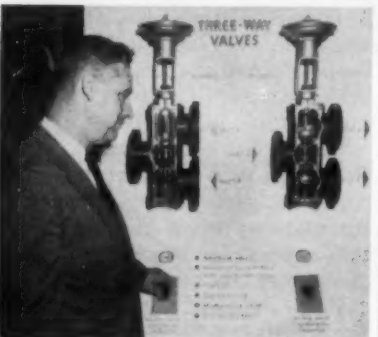
—KEY NO. G-3353—
RIGHT: New "Coolpak" 2 and 3½-ton packaged air conditioner by Century Engineering Corp. is adaptable to many types of installation. P. M. McKeon (l.), of Dubuque, Iowa hears from R. F. Considine, Century's Chicago district manager.



—KEY NO. G-3355—
HOW RETURN AIR can be used and odors eliminated was shown with this Dorex 1,000 c.f.m. air recovery cell, made by Connor Engineering Corp. Pat Lee takes the "sniff" test which showed how various types of odors were eliminated.



—KEY NO. G-3348—
DECORATIVE CABINETS house new residential electronic air cleaner of Trion, Inc. Richard E. Sweitzer (l.), residential sales manager, explains new vertical down-flow feature to D. P. Martin, president of Martin Distributing Co.



—KEY NO. G-3349—
E. A. HOLFORD, sales promotion department, Johnson Service Co., displays the firm's new mixing valve, on left, for steam or water; recirculating valve at right.



—KEY NO. G-3350—
DAMPER arrangement that permits straight path for the air flow from the blower through the core for cooling, and which ducts air through by-pass in heat exchanger for heating, is feature of this compact year-round air conditioner shown by Janitrol Div., Surface Combustion Corp.



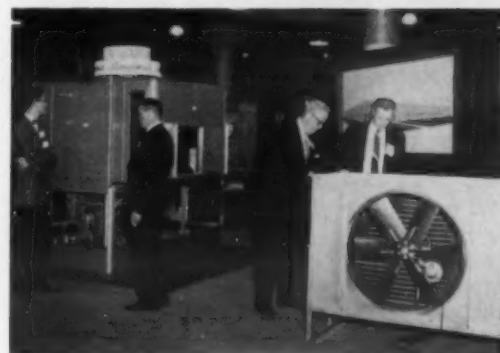
—KEY NO. G-3351—
NEW HIGH PRESSURE expansion compensator for ¾-in. steam or hot water pipe, manufactured by Flexonics Corp., is explained to James A. Park (r.), of Birmingham, Mich., by E. L. Hiter, sales manager.



—KEY NO. G-3352—
NEW "WEATHERAMIC" 3-ton blower-evaporator unit, is shown by Richard Petersen, chief engineer, Utilities Div., Utility Appliance Corp., Los Angeles.



—KEY NO. G-3354—
NEW COMPATIBLE control panel for cooling and heating, by General Controls Corp., is discussed by Jack Croushore (l.), regional refrigeration specialist, and Robert Kyle, vice president of Hitemp Corp., Hamilton, Ont., Can.



—KEY NO. G-3356—
BIG ITEMS in the Govern-air Corp. exhibit were the model SCM-Z-8 multi-zone packaged air conditioner (at left) and the new air-cooled condenser. Viewing the models here from l. to r. are H. R. Krueger, Chas. Fitzgerald, Pat Shea, and W. H. Moler.

A NEW APPLICATION GUIDE

by *Century*

to help you select
**Electric
Motors**



This handy Guide is carefully planned to make it easy for you to select electric motors for all popular applications. Using the convenient tables inside, you simply start with the equipment or machinery you want to drive.

Then, you identify the character of the load, starting and running torques, frame type, speed, etc., to arrive at precisely the right motor for your specific application. In just a few moments you know the motor type you need, the dimensions and other pertinent data.

Because Century offers a complete line, this handy manual will guide you to the right motor for your application. Obtain your own copy of this 12-page reference manual.

**MAIL COUPON
TODAY FOR
YOUR FREE COPY**

CENTURY ELECTRIC COMPANY
1806 Pine St., St. Louis 3, Mo.

Please send me the new Century Application Guide CE-99.

Name.....

Company.....

Address.....

City..... Zone..... State.....

**Performance-Rated
MOTORS
1/20 to 400 HP**



1806 Pine Street • St. Louis 3, Mo. • Offices and Stock Points in Principal Cities

Reading Tube Announces Acquisition Of Mackenzie Walton In Expansion

PAWTUCKET, R. I.—Reading Tube Corp. has completed arrangements to acquire Mackenzie Walton Co. here, it was announced by Martin Mack, Reading Tube's president.

Mackenzie Walton since 1909 has specialized in the manufacture of non-ferrous seamless tubing for instruments, gauges, pressure controls, and recording equipment as well as for other applications requiring tubing "of accurate gauge and fine finish." Its employees number approximately 150.

Reading Tube, whose plants are located in Reading, Pa., manufactures copper and brass tubing for use, chiefly, in the building trades, in the air conditioning and refrigeration industries, and in appliances.

"The company has been grow-

ing rapidly, its annual sales having more than doubled since 1951 to nearly \$23,000,000," the announcement said. "Its 1956 volume of business was close to the record high achieved in 1955 in spite of adverse conditions."

"In line with its policy of integration, the company has recently added a plant for production of finned tubing; and it now has under construction a plant which will insure a more continuous and economical supply of casting."

Reading Tube employs approximately 500 men and women.

No changes in personnel of Mackenzie Walton are contemplated. N. W. Fulton, vice president and manager of the plant, will continue in this capacity.

Chilled Water System Handles Variable Cooling Load In 'Church of Tomorrow'

OKLAHOMA CITY—Because of the wide variety of activities planned for the unique new Oklahoma City First Christian "Church of Tomorrow," it was necessary to install an air conditioning system capable of operating under widely variable cooling load conditions.

The church consists of three buildings—an 80-ft. high dome-like sanctuary structure, 142 ft. in diameter at ground level; a four-story circular educational building; and a music and fine arts building.

A 150-ton capacity Trane "CentraVac" centrifugal refrigeration unit is the principal piece of equipment used in the air conditioning system for the three buildings.

The CentraVac supplies chilled water to large capacity "Climate Changer" air handling units, which handle the requirements of various larger zones, plus "UniTrane" fan coil room air conditioners used in smaller areas.

Temperature is controlled by three-way pneumatic valves at each Climate Changer which modulate hot or cold water into the coils. No attempt was made to positively control humidity because of the comparatively short duration of time each zone is in use, the Trane Co. pointed out. However, humidity is held between 50 and 60% by maintaining the chilled water from the CentraVac at a temperature of 42 to 43° F.

Control is entirely automatic with the exception of a manual changeover from heating to cooling. Heated water temperatures are modulated with outdoor temperatures in accordance with a pre-set schedule.

According to A. C. Menke, vice president, air conditioning and heating equipment sales of Trane, the unusual architectural design also created a problem in the selection and installation of the cooling system.

No Exposed Ducts In Sanctuary

"Early in the planning stages," Menke said, "a decision was made not to use exposed ducts for air distribution in the 2,000-seat church sanctuary. It was felt they would not be in keeping with the proposed architectural scheme of the room."

"This was solved by building the ducts into eight arches surrounding the sanctuary dome, completely hiding the duct system except for occasional grille outlets at the top."

The sanctuary building, shaped like a "beehive," is constructed of thin-shelled pre-cast concrete. It was built by putting concrete on a steel mesh laid on a wooden form, the form being removed after the concrete was fully cured.

The original design was challenged by several authorities on engineering and architecture, but elaborate tests of stress and strain, plus a 107-mile-an-hour gale have proven the dome's strength.

Stainless Steel Cap Prevents Moisture Seepage

The sanctuary is crowned by a stainless steel cap which protects the top from moisture seepage. Clear glass bubbles are set in the cap to admit light.

Directly behind the sanctuary is the four-story circular Educational building. It houses 50 class and assembly rooms plus a dining room on the ground floor. All classrooms are on the outside of the building to take advantage of natural lighting. Protection from the sun is provided by vertical louvers running completely around the building circumference.

In direct line with the sanctuary and Educational building, is the Music and Fine Arts building. Designed primarily for rehearsal and musical activities, the building provides for a "theatre-in-the-round," a dance study workshop, and adequate space for the cultivation of art appreciation through exhibits of paintings and other art forms.

The Trane air conditioning system meets the varying load requirements dictated by the intermittent use of the several buildings by automatically adjusting from 100% down to 10% capacity, it was pointed out.

R. Duane Conner of Conner and Pojenzny, was the architect and R. S. Mackenzie designed the air conditioning system. Installing contractor was the Wattie Wolfe Co. All are located in Oklahoma City.



Acme FLOW-THERM® with CERTIFIED DEPENDABILITY

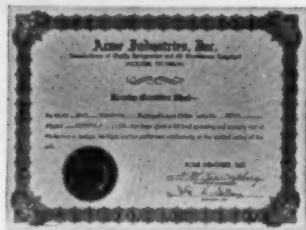
Acme's new DD Series Flow-Therm Liquid Chillers combine the advantages of close-coupled direct drive between compressor and motor with new engineering features that make these units the most advanced large-tonnage packages on the market today. Completely enclosed, tamper-proofed control panel with pilot lights to warn of open limit switches . . . Pilot-operated regulator valves for smooth, accurate refrigerant control and increased capacity range at low superheats . . . these and many other features are worth your investigation.

TEST CERTIFIED

In addition to the normal factory tests for leaks and mechanical defects, all Acme packaged chillers are tested under full load conditions before leaving the factory. Every unit must perform satisfactorily at its nominal rating. Your guarantee of this tested operation is the new Acme Certificate of Performance, a "first" in the industry.

NINE MODELS — 20 THRU 125 TONS

With Acme you get a more complete range of models, with capacities to fit exact job requirements. This is possible because the Flow-Therm's chief components, famous Dry-Ex Chiller and Shell-and-Tube Condenser, can be tailor-made to match compressor performance exactly — combine operating economy with maximum capacity.



Acme Certificate of Performance issued on all Flow-Therm and Flow-Cold packaged liquid chillers, 3 through 125 tons.



To Get Your Copy of Acme's data-packed Flow-Therm catalog, just send us this coupon attached to your letterhead



Acme INDUSTRIES INC., Jackson, Michigan



Dry-Ex Liquid Chillers



Liquid Receivers



Heat Exchangers



Condensers



Packaged Chillers



Packaged Heat Pumps



Evaporative Condensers & Cooling Towers



Room Conditioners

Manufacturers of Quality Air Conditioning and Refrigeration Equipment since 1919

For more information about products advertised on this page use Information Center, page 66.



—KEY NO. G-3332—

NEW HERMETIC LINE OF COMPRESSORS, up to 60-ton capacity, with control panel included, is introduced by Carrier Corp. Richard O. Wagoner and Don Teroller, of St. Joseph, Mich., talk it over.



—KEY NO. G-3333—

9-IN-1 FLARING TOOL manufactured by Imperial Brass Mfg. Co., is examined by H. Borneman (l.), of Elkhart Products Corp., Elkhart, Ind., as J. Gillespie explains use. Gillespie holds the Imperial No. 195-FB Double Flaring Tool kit.



—KEY NO. G-3334—

DUCT INSULATION with integral liner, useable itself as a duct, is new product of Gustin-Bacon Mfg. Co. Its flexibility is demonstrated by Ingeborg Jorgensen.



—KEY NO. G-3335—

"TEMPOINT" DIAL-TYPE THERMOMETER for "taking temperature" of circulating air is new product of Bacharach Industrial Instrument Co. J. V. Palmer shows it to R. E. Shenberger.



—KEY NO. G-3336—

A NEW DESIGN FAN BLADE, that folds back over the motor for added cooling, is shown by F. M. Jacobs of Torrington Mfg. Co.

What Visitors Saw at Chicago



—KEY NO. G-3337—

"BEE-HIVE" CONDENSER, continuously wound, with all cooling surface on "face" of condenser, is shown by F. J. Hollerbach (l.), sales manager of Miami Products, Inc., its manufacturer, and David D. Ray (c.), Miami vice president. J. Henning, of Hart Metal Products, listens.

—KEY NO. G-3338—

HIGH PRESSURE air diffuser shown by Connor Engineering Corp. is said to provide constant volume control in dual duct design. Other features include 45° inlets, helical neoprene dampers, aircraft cable drive, and sinuous baffle. Pat Lee sits by assembly, shown in under-the-window setting.



—KEY NO. G-3339—

LEFT: New 18-in. blower marks the beginning of a program of larger blower manufacture, up to 30 in., according to H. F. Brundage, chairman of the board of the Brundage Co.



Lift the lid off this new market!



WITH NEW GIBSON

RANCHO

Air-cooled "PACKAGED" Air Conditioners

A great new market opens wide this year—central air conditioning for even modest homes without existing ductwork—and Gibson makes it easier for you to get your share.

Gibson Rancho units are lightweight, compact and easy to install. "Packaged" installation includes 2 or 3 ton Gibson Rancho unit, pre-fab fiberglass ductwork, louvres, grilles, diffusers, thermostat.

Temperature Experts for 80 Years

RESIDENTIAL AIR CONDITIONING

2-3-5 ton units • Air- and water-cooled • New Rancho units with pre-fab ductwork • Remote air-cooled units 2 to 10 tons • Packaged water-cooled units

COMMERCIAL AIR CONDITIONING

Packaged units 2 to 40 tons

DOMESTIC HEATING

Gas- and oil-fired units • Exclusive EVEN-FLO Vari-flame • Complete line Hi- and Lo-Boys

INDUSTRIAL AIR CONDITIONING

Packaged direct expansion systems to 40 tons • Packaged chillers • Water-to-air, air-to-air heat pumps

SALES-MAKING FEATURES

- Exclusive new Turb-O-Tube heat exchanger increases cooling speed and capacity—saves electricity.
- Cools and dehumidifies. • No water, no plumbing, no costly wiring.
- 5-Year Guarantee. • Low cost—less than two window units.
- Qualifies for easy Title I FHA financing.

GIBSON RANCHO
GOES ANYWHERE!



Call your Gibson distributor or write direct to Gibson.

Gibson

DIVISION OF
HUPP
CORPORATION

© 1957 by Hupp Corporation, Gibson Refrigerator Company, Division of Hupp Corporation, Greenville, Michigan

Service Contracts — (Offering 3 Types)

1. Three Types of Contract Offered by Contractor
2. What Policies Cover, and Approximate Costs
3. Use of Pocket Radio In Service Dispatch Work

By George M. Hanning

MIAMI, Fla.—Three types of service contracts are offered to air conditioning equipment users by Stuart Cooling Corp. here.

Stuart Cooling Corp. does service work only on service contract, Armand Cowan, president, emphasized. It will not take individual service calls.

After 10 years of operation, the firm has built up a clientele of over 600 customers and keeps a staff of 14 servicemen busy the year-round.

"If we get a call for service from someone who has not previously done business with our

firm," Cowan explained, "we will send a man out to survey the job.

"He will tell the owner what needs to be done to put the equipment in good operating condition as a prelude to a service or maintenance contract and what it will cost. If the owner is agreeable and will buy the contract, we will do the work.

"We handle these calls in this way, because we believe that there must be a good reason why the original installer won't give service on the equipment.

It may be that the original installer is no longer in business, but most of the time it is because the owner won't pay his bills. If that is the case, we don't want his business either."

The three contracts that Stuart Cooling offers are a "Lubrikleen" agreement, a protective service (labor only) policy, and a certified maintenance (labor and materials) policy.

Percentage by Type

About 80% of the contracts written are for the protective service policy, Cowan said. About 15% take the Lubrikleen



A CHOICE of service contract agreements is offered to air conditioning equipment owners according to what they are willing to pay. They include regular cleaning and oiling only, service labor only, or service labor and materials. Great majority of users take labor only.

agreement, and 5% the certified maintenance policy.

The Lubrikleen contract, as its name implies, covers only monthly oiling, greasing, and cleaning certain specified parts of the system.

Stuart servicemen will lubricate the compressor motor, blower bearings, blower motor bearings, pump bearings, cool-

ing tower or condenser fan bearings, and cooling tower or condenser fan motor bearings. They will clean the unit drain pan, filters, cooling tower basin, and unit casing (interior and exterior).

But they perform no other service work or supply any parts under this agreement. If other service is required it is charged for at regular rates, while parts are supplied at 10% off list price.

Rate Increase by Year

The agreement is written for one year, to continue automatically from year to year at a 10% annual increase in rate unless previously terminated by either party.

Under the protective service policy, Stuart agrees to inspect, maintain, and service the equipment covered. It agrees to make a specified number of inspections each year (usually monthly) and to perform the following services at the time of inspection:

What Policy Covers

Inspect equipment for refrigerant leaks.

Repair all leaks in refrigerant mains.

Clean commutators on motors.

Clean all motor housings.

Clean lint and dirt from air-cooled condensers.

Clean condensing units.

Clean all strainers.

Adjust tension on all belts.

Lubricate all moving parts.

Clean steam traps or electric heaters.

Check and adjust dampers and air distribution.

Change over and set controls for seasonal operation.

Check operating pressures of condensing units.

Purge air from systems.

Check refrigerant in systems.

Inspect and adjust temperature controls.

Inspect and adjust safety controls.

Inspect and adjust all valves.

(Continued on next page)



Permagem makes a perfect seal every time

Manufacturers and service men alike prefer the positive sealing action they get from Permagem. Used to seal inspection plates, pipe and conduit openings, refrigeration and display cases, Permagem eliminates the host of troubles which condensation can bring down on your head—from just plain heat loss to ruined insulation.

These men are using gray-white Permagem, which is odorless, never hardens, and can be painted

over immediately after application. Since it won't attack insulation, it is ideal for use around electric wiring, rubber or plastics. Brown Permagem is a heavy-duty sealer which will adhere to any dry surface and remain pliable from 0° to 350° F. Both forms come in 2½ lb. and 55 lb. slugs, while gray-white Permagem is also available in 80 ft. rolls of ¾" cords and 20 ft. rolls of ⅜" cords.

Your wholesaler has Permagem

—or write Refrigeration Division, VIRGINIA SMELTING Co., 119 Jefferson St., West Norfolk, Va.



ESOTOO-KINETIC CHEMICALS "FREON" REFRIGERANTS • V-METH-L CAN-O-GAS • PERMAGUM • PRESSTITE TAPE • KWIKWRAP • SUNISO REFRIGERATION OILS • WATER TREATMENT CHEMICALS Available in Canada and many other countries



Won't attack electrical insulation.



Seals pipe openings permanently.



Perfect for refrigerator and display cases.

For more information about products advertised on this page use Information Center, page 66.

Call on GLO-BRITE for



Dow Styrofoam
Koppers Dylite

EXPANDED POLYSTYRENE PARTS FOR REFRIGERATORS, FREEZERS, AIR CONDITIONERS, LOW TEMPERATURE ENCLOSURES, PIPE COVERING.

Low Temperature Insulation Shaped or Molded Precisely to Your Specifications.

GLO-BRITE PRODUCTS, INC.
6415 N. California Ave.
Chicago 45, Illinois

Administering Service Contracts--

(Continued from preceding page)

Check operation of refrigerant controls.
Inspect air filters.
Clean evaporative condensers or cooling towers.
Clean drip pans.

What Labor Is Furnished

In addition, Stuart agrees to furnish all labor for repairing the present system not functioning properly due to faulty workmanship, worn out material, and defective equipment, including motors, compressors, coils, fans, piping, and controls with no additional charge to the customer.

But the contract does not include anything other than mechanical machinery. Stuart will not supply labor for ductwork, hardware, insulation, doors, floors, wells, filters, steam cleaning of coils, blowers, electrical contracting, motor winding, or perform duties of other trades not covered by its license or union.

Materials will be furnished at 10% off standard selling prices.

The contract also provides that any repairs, refrigerant, and supplies deemed necessary and recommended by Stuart for efficient operation of the owner's equipment are to be authorized by the owner.

Unless this is done, Stuart will not furnish emergency service. The owner agrees to accept the judgment of Stuart as final as to the means and methods to be employed for any corrective work.

Emergency Call Policy

In case that Stuart has to make emergency calls for any reason outside Stuart's control, the owner is to reimburse Stuart for the expense involved at current standard rates.

The contract further says that any additions, alterations, adjustments, or repairs made by others, unless authorized by Stuart, shall terminate the company's obligations. Stuart will also not be responsible for paying for service work performed or materials furnished by others.

This policy, too, is written for one year. It is continuable from year to year unless previously cancelled. Any adjustment in rates will be made at the anniversary date of the policy.

Certified Maintenance

The certified maintenance agreement obligates Stuart to regularly inspect the equipment to check its operation, and to oil, clean, and adjust it at least 12 times a year.

The company also agrees to furnish emergency service between regular inspections, make any repairs, replacements, or adjustments required to provide satisfactory operation, and to furnish all necessary repair parts, including freight, cartage, and labor to install them, and all other labor and materials.

On the other hand, the contract does not cover air conditioning ductwork; recording or portable instruments, gauges, or thermometers; insulation, electric wiring between building service and machine disconnect switches; water, drain, or waste receptacles, or traps and piping between receptacles and sewer;

cleaning of water-cooled condensers more than once a year, or responsibility for maintaining the appearance of decorative casing or cabinets.

It does not include the furnishing of water treatment, or hurricane or water damage.

The contract also does not include the normal function of starting and stopping the equipment, including the opening and closing of valves, dampers, or regulators.

Protective Clause

Another protective clause in the contract states: "If we are required to make repairs and/or replacements or emergency calls occasioned by improper operation, negligence, or misuse of the equipment or due to any cause beyond our control except ordinary wear and tear you shall

reimburse us for the expense incurred in making such repairs and/or replacements or emergency calls in accordance with the current established rates for performing such service.

"We shall not be required to furnish any items of equipment as recommended or required by insurance companies, government, state, municipal, or other authorities.

The contract further stipulates that the price charged is based on a specified operating schedule. If this schedule is changed, the price will be changed accordingly.

How Contract Is Written

This contract is written for five years, subject to price adjustments on anniversary dates and termination upon 30 days notice prior to the anniversary date.

Cowan asserted that the prices charged under these contracts

are based on the company's own experience with the type of equipment involved. However, generally the protective service policy costs about twice as much as the Lubrikleen policy on the same equipment and the certified maintenance policy about three times the protective service policy.

Some Typical Rates

Typical monthly rates on a 3-ton air conditioner would run about \$5.80 for Lubrikleen, \$11.25 for protective service, and \$33.50 for certified maintenance. For a 50-hp. system, they would run about \$23.50, \$50.50, and \$140, respectively. For a 100-ton system, these would rise to \$45, \$95, and \$270, respectively.

By working solely on service contracts, Stuart has been able to systematize the service department for highly efficient operation.



MONITORING A BROADCAST of a message to one of his servicemen, Edwin Alter, service manager for Stuart Cooling Corp., Miami, exhibits the tiny radio receiver that all his servicemen carry. They listen in once every 15 minutes to pick up any messages for them.

Service Manager Edwin H. Alter, assisted by Jane Parker, has been able to assign his men
(Concluded on next page)

YORK Self Contained Air Conditioners now Come in 6 Sizes!



Go after the rich "multiple space" market with the most complete, feature-packed line!

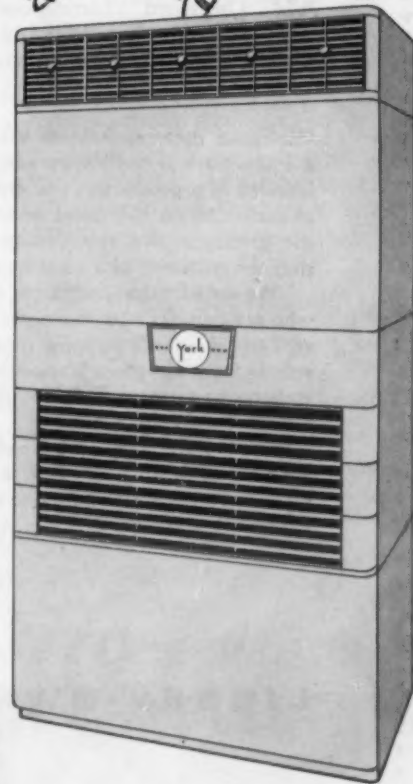
Whether your prospect is a medium-sized store or a multi-story office building, you're a cinch to close the sale with York! Six of the finest self-contained units built offer a choice of single compressor models in 3, 5 and 7 1/2 H.P.—double and even triple compressors with Step-Matic Controls that "cut-in" each cooling circuit as needed for top operating economy in the 10, 15 and 22 1/2

H.P. units! All models whisper-quiet, vibration-free. No special foundations required—installations are so simple, your client can invariably conduct "business as usual" while they're being made! And remember! The York 5-Year Protection Plan on cooling circuits means your initial profits won't be dissipated on extensive service calls later! Contact your York distributor today!

Your FUTURE and FORTUNE Now Lies With York!



YORK CORPORATION, YORK, PA., Subsidiary of Borg-Warner



Service Contracts Administration--

(Concluded from preceding page) serviceman by telephone, he immediately telephones the radio paging service. The radio paging service then broadcasts a message to the serviceman, identifying him by the number of his radio receiver. The message would read for instance: "No. 161, call your office."

Knowing about where they will be at each hour of the day enables him to speedily assign any emergency calls for service that may come in. It is the company's boast that within two hours of receiving a service call, a man will be on the job.

Normally a serviceman is contacted by telephone when an emergency call comes in. But, if the man should be in some location where he cannot be reached by phone, Alter has another way of reaching him.

Each serviceman carries a small pocket radio that he wears at his waist. If not near a telephone, he is instructed to listen in to the radio at least once every 15 minutes.

If Alter cannot reach the

serviceman by telephone, he immediately telephones the radio paging service. The radio paging service then broadcasts a message to the serviceman, identifying him by the number of his radio receiver. The message would read for instance: "No. 161, call your office."

Alter says that he only asks the men to call the office. "We don't want to be broadcasting our business," he smiled.

The broadcast message is put on a record by the broadcasting station. The message is repeated every two minutes for 15 minutes. Messages are sent to the various receivers in numerical order. Thus, if the serviceman hears the broadcast skip his number, he knows that there is no message for him.

"The radio paging system is a wonderful time saving device," Alter testifies.

Cooling Contractor Moves, Adds Heating, Ventilating to Line

COLUMBUS, Ohio — Julian Speer Co., air conditioning contractor with offices at 101 N. High St., recently moved its headquarters to 4306 Indianola Ave., in a reorganization and expansion program which will include heating and ventilating, it was reported.

Samuel A. Shuman, graduate of Pennsylvania State university in engineering, is now associated with the firm, Speer announced. The firm recently incorporated with Speer as president, Shuman vice president.

Expansion is said to enable the company to offer a more complete service for heating, ventilating, and air conditioning in the commercial and industrial field.

Kelvinator International To Coordinate Firm's Worldwide Appliance Operations, Expand Plants

DETROIT — Formation of Kelvinator International Corp., a new wholly-owned subsidiary of American Motors, to coordinate expanding Kelvinator worldwide appliance operations, was announced by President George Romney.

"Creation of Kelvinator International represents a strong positive bid for a larger share of export markets for Kelvinator, which already ranks No. 2 among world major appliance manufacturers," Romney said.

The new company, incorporated under the laws of Delaware, will market appliance products made in the United States and abroad and will concentrate on expansion of assembly operations in other countries. In addition, Kelvinator International will coordinate new-

product research, planning, and development for the export market.

'FOREIGN MARKET SATURATION LOW'

"The world appliance market in general is on the rise for a number of reasons," Romney said. "Market saturation is low, and living standards and individual incomes are improving throughout the world. Many new electric power development programs are under way. Frozen foods and air conditioning are becoming more popular in some of the more progressive countries."

Currently, Kelvinator manufactures household refrigerators and other refrigeration products at a plant in Crewe, England. A second plant, to be leased from the British government, is under construction at Bromborough, England. Both plants are operated by Kelvinator, Ltd., now a Kelvinator International subsidiary.

PRODUCTS MADE IN 11 FOREIGN NATIONS

In addition, Kelvinator products are built in 11 foreign countries: Argentina, Australia, Brazil, Colombia, France, Germany, Mexico, New Zealand, Norway, South Africa, and India.

Since 1926 Kelvinator has been a leading appliance manufacturer in Canada, it was also noted. Kelvinator of Canada, Ltd., with plants in Toronto and London, Ont., produces a wide variety of household appliances and commercial products.

MANY PRODUCTS EXPORTED

Thousands of Kelvinator and Leonard appliances built in Detroit and Grand Rapids are exported each year, Romney said.

Directors of Kelvinator International include Romney, J. L. Brown, Jr., B. A. Chapman, Howard A. Lewis, Reginald H. Line (president, Kelvinator of Canada), F. M. Maurice (managing director, Kelvinator, Ltd., England), Lawrence A. Philipp, Richard T. Purdy, J. J. Timpy, and E. H. Wilcox.

Directors have elected the following officers: Romney, chairman and president; Chapman, executive vice president and general manager; Timpy, vice president; Philipp, vice president-engineering; Wilcox, vice president in charge of Kelvinator export; Purdy, treasurer; Brown, secretary; Donald P. Else, comptroller; L. D. McGregor, assistant comptroller; W. J. Williams, assistant secretary; and Robert C. Hurd, Jr., assistant treasurer.

SIX IMPORTANT FACTS

TO KEEP IN MIND ABOUT

Thermopane®

(Made in the U. S. solely by LIBBEY • OWENS • FORD)

- 1 Thermopane is a registered trade-mark of the Libbey-Owens-Ford Glass Company.
- 2 Only Libbey-Owens-Ford makes Thermopane insulating glass.
- 3 Only Libbey-Owens-Ford can use Thermopane in connection with transparent insulating units.
- 4 Only Thermopane has the Bondermetic Seal which bonds the panes of glass into one unit to prevent dirt and moisture from entering the dry air space.
- 5 The name "Thermopane" can and should be used when referring to the Libbey-Owens-Ford product only.
- 6 The word "Thermopane" can never legally be used when referring to any other brand of multiple-glazing construction.

We make these statements because the function of a trade-mark is to identify unequivocally the manufacturer of a product . . . to eliminate the possibility of confusion in the mind of the public concerning the producer of a specified product . . . to assure that the customer gets what he orders.

We are sure that architects, contractors and others who are familiar with the superiority and advantages of Thermopane will welcome these statements . . . will refrain from using our trade-mark in referring to any construction or product not made by the Libbey-Owens-Ford Glass Company.

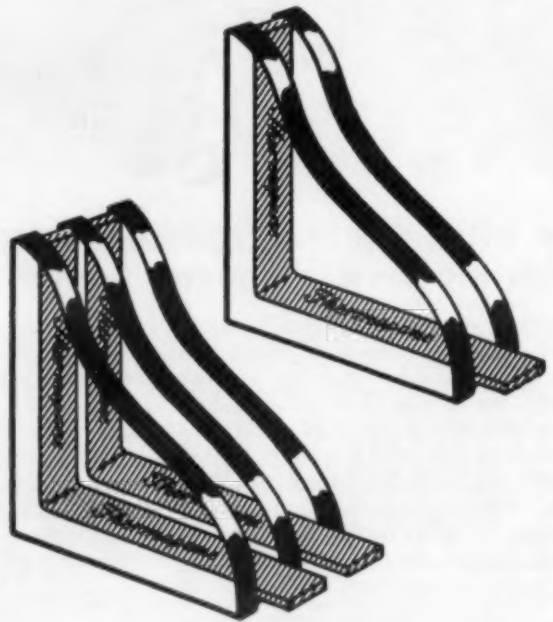
We believe that our readers will understand L.O.F.'s pride in Thermopane and our sincere desire to have Thermopane continue to enjoy its individuality. Libbey-Owens-Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.

LIBBEY • OWENS • FORD



Thermopane
INSULATING GLASS

IS ALSO AVAILABLE IN
2-PANE AND 3-PANE UNITS



... a Great Name in Glass



MINERALLAC



Hangers
Cable and Conduit
... Messenger
Outserves! Outlasts!
In Zinc-plated Steel and Everdur. All sizes. Insulating bushings available. Top quality. Permit quick wiring. Send for literature.
MINERALLAC ELECTRIC COMPANY
25 N. PEORIA ST. • CHICAGO 7, ILL.

Trane Adds 10, 15-Ton Twin Refrigerant Cycle Packaged Units to Line

LA CROSSE, Wis.—Ten and 15-ton capacity units have been added by The Trane Co. to its modernized and expanded line of deluxe self-contained air conditioners for commercial and industrial applications.

Included in the complete line are 3, 5, and 7½-ton deluxe models, the new 10 and 15-ton deluxe conditioners, and 10, 15, and 20-ton commercial models for installation outside areas to be conditioned. All Trane self-contained units are factory-assembled with only minor electrical and piping connections required to put the conditioners into operation, the company noted.

The new, larger 10 and 15-ton deluxe units have dual compressors and twin refrigerant cycles "for more complete capacity modulation."

Hermetic compressor-motor units are installed suspended and mounted on vibration isolators. The units operate at 1,750 r.p.m.

Two cooling coils are standard and are direct expansion type with aluminum fins mechanically bonded to copper tubes. Spirally wound tube-within-a-tube condensers are used.

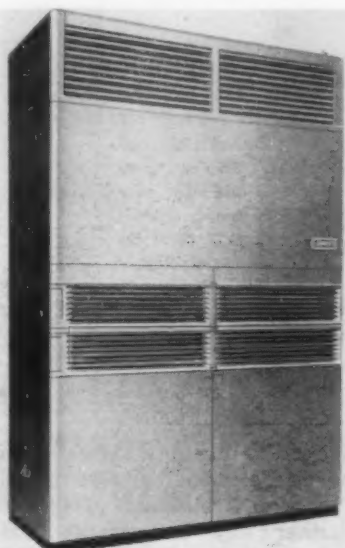
Spring loaded pressure relief valve is set and sealed to relieve at 300 p.s.i. for refrigerant-22.

Fans have lockseam construction housings with die-formed inlets. Wheels are statically and dynamically balanced to assure quiet operation, it was stated.

Other components included in the self-contained units are operating and safety controls, and standard 1-in. throwaway filters, it was added.

Heating coils and discharge chambers are optional equipment. Heating coil installation is horizontal allowing for vertical air flow.

Discharge chambers are equipped with four-way adjustable airfoil discharge grilles.



NEW deluxe 10, 15-ton self-contained air conditioners have been added to Trane's commercial and industrial line. They have dual compressors and twin refrigerant cycles "for more capacity modulation."

Would Use Serrated-Walls on 40-Story Fashion Tower To Reduce Cooling Load

NEW YORK CITY—Designs for a \$100 million "new look" for the city's apparel industry were submitted to the Board of Estimate. This new look envisions a spectacular "world fashion center," according to Grover A. Whalen, chairman of the Mayor's committee which made the proposal.

A site to be bounded by W. 31st St. on the north, W. 28th on the south, and Broadway and Seventh Ave. in the center of the city's garment district would have as its focal point a 40-story tower soaring above a landscaped plaza.

A proposal that outside walls of the tower be serrated, each of

which would consist of a narrow glass panel and longer surface set at an angle to the clear glass was made by A. Gordon Lorimer, chief architect of the center.

His plan would reduce "fantastic loads" on air conditioning equipment, Lorimer said, and eliminate "almost intolerable conditions" for persons working near windows.

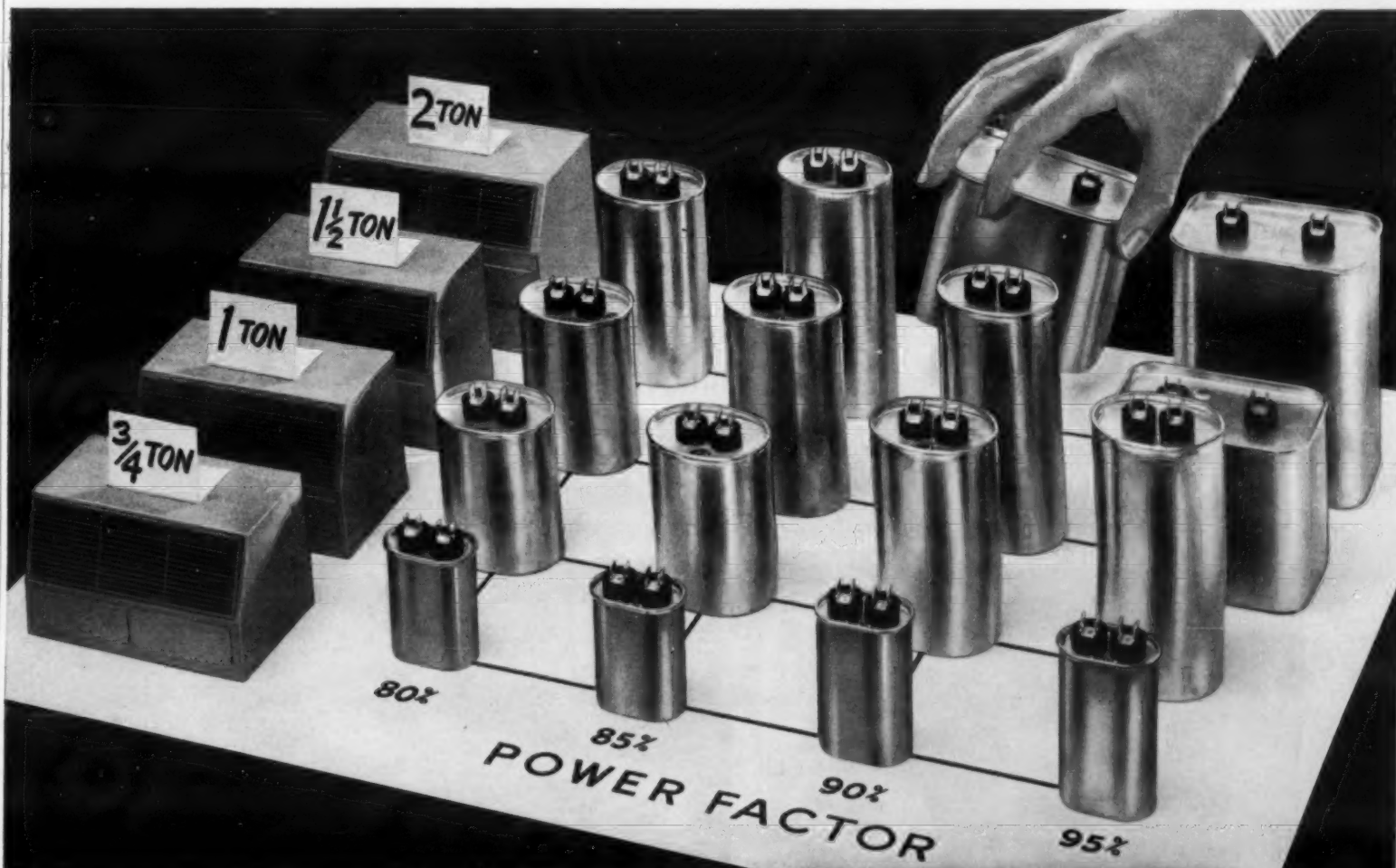
The longer surface of the serration in the walls would be of translucent glass blocks with built-in heat and glare-reducing filters, Lorimer added.

Other buildings are also planned for the fashion center, it was announced.

Wheelco Sets Up New Branch Office, Moves Four Others

ROCKFORD, Ill.—H. H. Kieckhefer, sales manager of the Wheelco Instruments Div. of Barber-Colman Co., announces that a Wheelco branch office has been established at 522 E. Jefferson St., Springfield, Ill., with LeRoy Peterson as sales manager of the new outlet.

In Indianapolis, the Wheelco branch office has moved to 1953 Central Ave.; the Wheelco branch office address at Buffalo has been changed to 2534 Elmwood Ave.; the Rock Island (Ill.) branch office is now located at 3710 - 14th Ave.; and at St. Louis, the Wheelco branch office address has been changed to 2344 Hampton Ave., it was added.



Full range of General Electric capacitors enables you to meet all power-factor requirements for all room conditioners

TAKE YOUR CHOICE OF G-E CAPACITORS, designed and rated for next season's air conditioners

10 REASONS FOR USING G-E AIR CONDITIONING CAPACITORS



10. PYRANOL IMPREGNATION makes possible minimum size, highest quality capacitor for a given rating.

NOW YOU CAN GET the capacitor that is exactly right for your latest model air conditioner. No matter what rating you are building for next season, there is a newly designed General Electric Pyranol® capacitor ready for you.

OUR ENGINEERS HAVE DESIGNED higher rated capacitors at minimum increases in case height to help you meet your critical space requirements. This valuable space in room coolers has been saved by increasing capacitor ratings without increasing capacitor base dimensions.

GENERAL ELECTRIC CAPACITORS can also help you meet the new Underwriters' Laboratory running current limitations, and utility power-factor requirements. Your G-E Sales Engineer has the training and experience to help you solve these special problems concerning power factor and optimum capacitor space utilization.

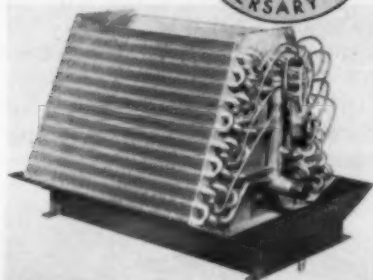
JUST CONTACT YOUR LOCAL General Electric Apparatus Sales Office. Or write for Bulletin GEA-5895, "Capacitors for Air Conditioning Equipment," to the General Electric Company, Section 442-31, Schenectady 5, New York.

*Registered trade-mark of the General Electric Co.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Converts forced air units to summer cooling



KRACK FURNACE BONNET Air Conditioning Coil

- Utilizes forced air furnace duct system
- Easily adapted for new or existing systems.
- V-bank coil arrangement for compactness



FREE BULLETIN V-1155



901 W. Lake Street, Chicago 7, Ill.

New Hotel Has Atmospheric Freshness

200 Tons of Refrigeration Air Conditions 200 Guest Rooms, 200 More Cools 20 Separate Zones

RENO, Nev.—Reno's newest luxury hotel has "built-in atmospheric freshness" in every cubic inch of its space.

The Holiday hotel is air conditioned by 400 tons of refrigeration, half for the 200 guest rooms, the other half for the remainder of the glittering new "caravansery." Carrier air conditioning equipment is used throughout, installed by the Air Conditioning Co., Inc. of Glendale, Calif.

Each guest room has its own glassed-in patio with access by a sliding glass door.

"The Carrier air conditioner is so situated that a part of conditioned air is blown directly over this glassed-in area to avert any possibility of a draft," it

was pointed out. "Each room may be automatically adjusted to the occupant's desire as to temperature and air flow."

The public areas of the hotel are also air conditioned by the use of Carrier "Zone Weather-maker" units utilizing filtered outside air. Air Conditioning Co. has divided the public space of Holiday House into 20 "zones," each with its special atmospheric requirements, each automatically maintained to its thermostat setting.

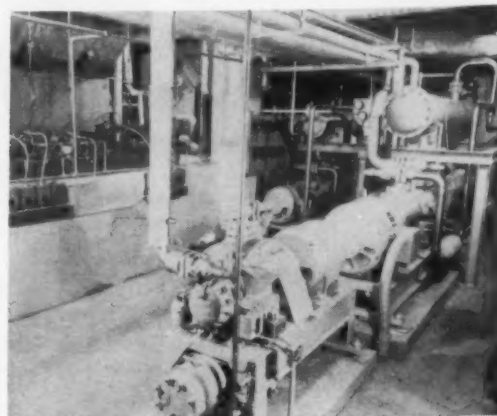
KITCHEN, LOCKER ROOMS, STORE ROOMS COOLED

Departing from standard practice, the hotel has also provided the kitchen area, employees' locker rooms, and base-



EVERY Holiday hotel room has individual air conditioning control.

BATTERY of Carrier compressors for modern Holiday hotel installation.



ment store rooms with filtered, tempered air.

The kitchen walk-in boxes are equipped with Carrier refrigeration. Kitchen reach-in boxes are each provided with an individual remote condensing unit to insure continuous operation.

"A special luxury feature, made practical by Air Conditioning Co. engineers, is a remote-type automatic tempera-

ture-indicating unit, installed in the chef's office," it was noted. "He can tell at a glance whether any undesirable temperature change has taken place in any of the nine refrigeration boxes."

NORTH, SOUTH SIDES EACH HAVE 100-TON UNIT

Each 100-ton unit of the room air conditioning system is

a separate "zone," one on the north side of the hotel, one on the south. If weather conditions warranted it one zone could be engaged in cooling; the other in heating.

The entire heating, ventilating, and air conditioning installation comprises three different floor levels, in addition to the chief engineer's office level, so placed that he can maintain constant vigilance over operating conditions.

Visitors to the mechanical rooms have commented, "This must have been copied from a U. S. Navy design" or "It's just like on a Navy Ship."

Air Conditioning Co., in addition to Holiday hotel, have air conditioned many of the largest and most important stores, office buildings, and public structures in the west, it was pointed out.

Crane To Move Chicago Sales Branch to Suburb

CHICAGO—After 92 years of doing business in the building at 156 N. Jefferson St., Crane Co. is packing up its valves fittings, bathtubs, and boilers and is moving its sales branch to the suburbs.

It is opening a new Chicago area branch at 9234 W. Belmont, Franklin Park. The new building is headquarters for Crane Co. sales, warehousing, regional billing and credit offices as well as the central district sales office.

Crane's general office remains at 836 S. Michigan.

The new Franklin Park building, erected at a cost of \$1,800,000 by Country Life Insurance Co., is being leased by Crane Co. It provides 36,000 sq. ft. of air conditioned office and display space and 117,000 sq. ft. of warehouse space. In addition, a pipe warehouse, measuring 70 by 450 ft. with a capacity of 3,500 tons of pipe is attached to the warehouse.

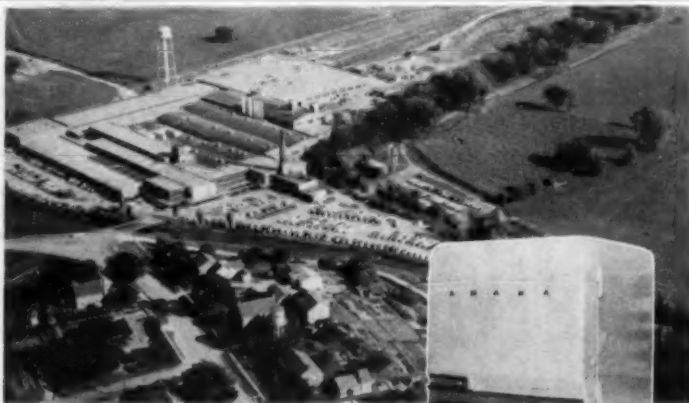
The building was planned to harmonize with surrounding ones.

RUBATEX ANSWERS AMANA'S DEMAND FOR "CONSISTENT INSULATION"

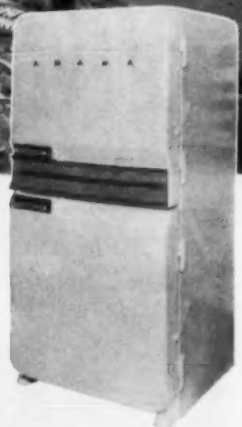


.....closed cellular structure ends "sweat" problem on refrigerant line ...gives it unusual flexibility...plus longer life.

Shown here is the refrigerator evaporator coil of Amana's Freezer Plus Refrigerator. Amana engineering specifies a closed cellular type of insulation in order to avoid the problems encountered with other types of insulation for this application.



Rubatex Closed Cellular Rubber Tubing serves as insulation on aluminum tubing carrying the refrigerant from upper refrigerator compartment to lower freezer compartment in the FPR14 and FPR18 Freezer Plus Refrigerator models.



Rubatex's nitrogen-filled closed cellular structure makes it completely water-proof; gives it excellent weather-aging characteristics and longer life. Extremely light, soft and resilient properties make Rubatex most adaptable as insulation on any cold lines requiring sweating resistance in manufacture or installation of cooling equipment as well as for formed tubing insulation for commercial, industrial and residential cold line piping.

Available in standard inside diameters of 1/4" up to and including 2" with 3/8" and 1/2" wall thickness. Other sizes can be made to specification.

Produced in any lengths up to 250 feet. Can be slit for installed piping—and can be purchased in pre-cut lengths.

RUBATEX DIVISION, Dept. A-5
GREAT AMERICAN INDUSTRIES, INC.
Bedford, Virginia



For full details and sample of Rubatex Closed Cellular Rubber Tubing—print your name in space below, attach to your company letterhead and mail to us.

Name _____

RUBATEX
CLOSED CELLULAR RUBBER
TUBING INSULATION

Send for Free Sample and full details



UL SUPER-FLO
MASSIVE DEPTH FILTERING!
FILTER-DRIERS

Super-Flo's massive fiberglass depth filter and a molded drying element increase foreign matter, moisture and acid removal. Write for low prices.

AVAILABLE TO THE TRADE THRU WHOLESALEERS EVERYWHERE

REMCO INC.
ZELIENOPLE, PA.



TWO 8-ton Typhoon air-cooled condenser units with two Typhoon H-86 "SC" units condition this television network engineers' room with its complex electronic equipment which gives off vast amounts of heat.

Two 8-Ton Air-Cooled Units Condition TV Engineering Room on 85th Floor

BROOKLYN — High atop Manhattan's skyline, engineers for the American Broadcasting Co.'s television network, surrounded by complex electronic equipment pouring out vast amounts of heat, transmit their magic pictures in cool comfort.

Here on the 85th floor of the Empire State building is "one of the highest air conditioning installations in the world."

ALMOST IMPOSSIBLE TO USE CONDENSER WATER

Naturally, it was noted, use of condenser water at this level was not only impractical but virtually impossible. So, engineers of Five Towns Refrigeration Co., Inc., East Rockaway, N. Y., chose air-cooled units.

Five Towns President Leonard Morris and Chief Engineer Al Chaitin joined with ABC executives Harvey H. Mellion and John G. Preston to design a compact installation, tailor-made to meet the peculiar needs of a sky-high television transmitter room. Their choice: two 8-ton Typhoon air-cooled condenser units, with two Typhoon H-86 "SC" units.

Removed in time, location, purpose, and design from the Empire State building are ABC's accounting offices at 70th and Broadway. These offices are in a warehouse-like structure hard by Sherman Square—a sprawling five-story building that had once been a garage and, before that, had housed on one floor Texas Guinan's fabulous speakeasy. For the job of cooling this former scene of "hot times," Five Towns once again chose packaged Typhoon air conditioning equipment.

"In view of the age of the building and the fact that we had to contend with different floor levels," said Five Towns Engineer Chaitin, "I think we can be especially proud of this."

EIGHT 8-TON UNITS COOL 5-STORY BLDG.

This particular problem was solved with 64 tons of packaged Typhoon equipment—eight 8-ton units (six H-96 SC and two H-86 SC models).

Originally this building was two separate units, but ABC's growth made it necessary to re-

move the walls between the two structures—which created the different floor level problem. Ductwork was installed in accordance with the requirements of the various floors, and in some instances it was connected to existing ventilating ductwork.

ASHAE, Architects Establish Joint Cooperation Committee

To Compile Data on Cost, Benefits of Commercial, Industrial Cooling Develop Area Standards; Study Conditioning Large Glass Area Bldgs.

NEW YORK CITY — The American Society of Heating & Air-Conditioning Engineers and the American Institute of Architects have appointed a joint committee to encourage greater cooperation between consulting engineers, architects, and the air conditioning industry.

John E. Haines, past president of ASHAE from Minneapolis, and Paul Schell, AIA member from Pittsburgh, were appointed co-chairmen at a recent organizational meeting.

Additional ASHAE committee representatives are Cary B. Gamble, New Orleans; Hermann C. Hoffmann, Syracuse, N. Y.; Society 1st Vice President Peter B. Gordon, New York City; and John Everetts, Jr., Philadelphia.

AIA members include James B. Newman, New York City; George S. Idell, Philadelphia; and Angelo R. Clas, Washington, D. C.

At the meeting committee members were assigned subjects for study and development to provide information of mutual interest.

Haines and Hoffmann of ASHAE are to compile data on the cost for and benefits from air conditioning commercial and industrial new buildings.

Standards for air conditioning buildings, as determined by geographical area, type of building, use, and occupancy, are to be developed by Gamble, Gordon, and Everetts of ASHAE. This information is to

include facts about temperature, humidity, cleanliness, air movement, and noise levels. Cautionary details also will be given on the effect of light loads, window areas, and insulation on the cost and effectiveness of air conditioning.

The additional costs for the installation and operation of an air conditioning system in buildings with large glass areas will be investigated by Hoffmann of ASHAE and Schell of AIA. They will use typical building sections as examples.

Haines of ASHAE is to prepare a talk covering such subjects as types of air conditioning, costs, purposes, effectiveness, and reaction on the efficiency of occupants.



SMITH'S AND JONES' BIDS ARE EQUAL...

I'D RATHER BUY FROM JONES—HE KNOWS HIS BUSINESS!

KNOW YOUR BUSINESS!

Enroll now in American Blower's Training School on packaged air conditioners. Open to engineers, distributors, dealers, and servicemen

The big air-conditioning season is here now. Will you be able to make the most of your opportunities in this wide-open, booming market?

You can if you know your product inside out—are grounded in the basic principles. American Blower's school gives you the training you need—from skilled factory engineers, in fully equipped classrooms and laboratories.

APPLICATION COURSE. Shows you how to recommend and apply packaged units. You learn refrigeration, electrical systems, air-handling section; how to make a survey, select accessories, locate units, determine cost of installation, submit proposals, order and install units.

SERVICE COURSE. You actually perform all service procedures on units in a fully equipped laboratory; analyze service problems; review terms, laws of refrigeration, electricity, air handling; study function, construction, operation of components.

But you must act now, because classes are filling rapidly. Clip and mail registration application coupon—and get to know your business. American Blower Division of American-Standard, Detroit 32, Michigan.

AMERICAN BLOWER

Division of AMERICAN-Standard

Air-conditioning equipment for every business



REGISTRATION APPLICATION

American Blower Division of American-Standard
Commercial Air Conditioning Department
Detroit 32, Michigan

Yes! I would like to enroll in the ☐ Application Course ☐ Service Course.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

American Blower Packaged Air Conditioner Training School courses are scheduled for the following dates. Application and Service sections follow in consecutive weeks, if you desire to attend both courses. Indicate first and second choice of dates by use of numbers 1 and 2 in boxes at left of course(s) desired.

- ☐ March 18-22.....Application Course
- ☐ March 25-29.....Service Course
- ☐ April 8-12.....Service Course
- ☐ April 15-19.....Service Course
- ☐ April 29-May 3.....Application Course
- ☐ May 6-10.....Service Course

No registration fee or advance deposit required.

AIRO stands for

Speedy, dependable, world-wide service.

Air Conditioning and Refrigeration parts, equipment, supplies.

Write for Wholesale Catalog No. 56

AIRO SUPPLY CO.

2732 N. Ashland Ave., Chicago 14, Ill.

Road, Home or Business

Veteran Calif. Dealer Gears Organization For Truck Cooling, Auto Conditioning

ANAHEIM, Calif.—Merle Soden has moved his Soden Refrigeration Specialties Co. from 1002 N. Los Angeles St. to his new plant located on a frontage road of the Santa Ana freeway, U. S. 99 here.

Installation and servicing of automotive air conditioning and truck refrigeration is a growing part of Soden's business.

He has moved to make it convenient for auto and truck to find him, and will maintain stop-off service for both.

Soden installs units bearing his own emblem. With truck refrigeration installations he uses Frigidaire components. Sometimes blower units are used.

For automotive air conditioning under the Soden emblem he uses a Tecumseh compressor, with magnetic clutch.

To make it easy to handle equipment when making truck installations or repairs, Soden has a hydraulic loading dock at his new plant. Curbing installed is convenient for drivers who stop for truck service.

One man does auto air conditioning and truck refrigeration as a specialty, and also specializes in regulators and controls.

Soden has been established in Anaheim since 1938. His principal business is industrial refrig-

eration and air conditioning. He has his own sheet metal shop, and his own stock department.

He is Orange county retail distributor of air conditioning for Frigidaire and carries the complete Frigidaire line, including Frigidaire furnaces with adaptable cooling unit.

Because a member of his family is affected by air-borne allergies, Soden built his own home in 1950 as a sealed structure with complete air conditioning, using electrostatic Microtron plastic filters, insulating the attic with rock wool, and using single pane sealed windows $\frac{3}{16}$ in. thick. He has a standard Frigidaire electric unit for standby, and dual evaporator circuits.

Bryant Dealers Hold Atlanta Sales Meeting

ATLANTA—Bryant air conditioning and heating dealers from Georgia and South Carolina were in Atlanta recently for a sales meeting. Host for the meeting was Bryant-Atlanta Corp.

Coupled with the meeting was an air conditioning technical training school conducted by the company's specialist, Charles Eskew.

Prefabricated Service Cores (For Homes)

Design Authority Sees Ducts, Conduit, Plumbing In Trough Around House; Cores for Kitchen and Power

CHICAGO—The house of the future, 10 to 15 years hence, will be built around a new concept — prefabricated service "cores."

Jay Doblin, director of the Institute of Design at Illinois Institute of Technology here presents his ideas on the house of 1966 to 1971 in an article in an issue of *Popular Mechanics* magazine.

Featured in the article is a house Doblin designed to illustrate the use of such mechanical, or service core units.

"These cores are the mechanical centers around which every house is built," Doblin said.

He pointed out that every house has the equivalent of a food or kitchen core, power core, bath core, entertainment core, and communications core.

Done Hard Way Now

At present most of these mechanical parts are laboriously and expensively assembled at the home site, according to Doblin.

"These cores should, and will, be available as complete units which can be installed easily at reasonable cost," he said.

In Doblin's house all ducts, conduit, plumbing, and the like would be placed in a trough

around the house's perimeter. The cores which carry all mechanical equipment would be plugged into the trough making an extremely simple mechanical setup.

How Cores Fit In

Taking a close look at the mechanical cores themselves, the bath core would be put in place with only one electrical and one water connection. It devotes a small area to a sink, water closet, and storage.

The most luxurious section in the bath unit is the bathing and health center which has a reclining chair instead of a bathtub or vacant shower space. This section can be filled with water for a bath or used as a sit-down shower. In the ceiling are health lamps and oil sprays.

The Kitchen Center

Design of the kitchen or food core is based on Doblin's belief that present kitchen appliances are designed for an obsolete method of food preparation. He feels that pre-processed foods are gaining such acceptance that "soon there will be little else on the market."

Doblin's food core plan takes advantage of the fact that when a housewife uses pre-processed foods the need for mixing, peeling, and blending is eliminated.

Doblin would contain all food, housewares, and appliances in the food core. The housewife could do all her work in a narrow band 18 in. deep and from 25 to 66 in. high.

Maximizing efficiency, the proposal provides for delivery men to load storage spaces and

for maintenance men to repair power equipment from outside the house.

'Atmosphere' Core

As planned by Doblin, the power core would require only water supply and electricity to keep the house in whatever atmosphere is desired by its occupants. It would contain a heat pump, ventilating equipment, and air purifier, and odor and germicidal control components.

The other mechanical cores in the house, for entertainment and communications, would integrate equipment for a variety of family activities. The entertainment center would afford facilities for home movies, television, radio, recorded music, and color slides.

Where more privacy is desired, the soundproof communications center would serve as a combination office-at-home and library. Here, all mail, business or personal records, communications equipment, and perhaps even a library stored on film, could be kept.

Doblin, a former executive designer with Raymond Loewy Associates, assumed leadership of the internationally known Institute of Design in 1955. He has served as chairman of the industrial design division of Brooklyn's Pratt institute.

Defers Dividend

CHICAGO — The board of directors of Admiral Corp. recently deferred action on a dividend until the meeting usually held in the second quarter. The company paid \$1 per share in 1956.

LEHIGH BLU-COLD CONDENSING UNITS

lead in

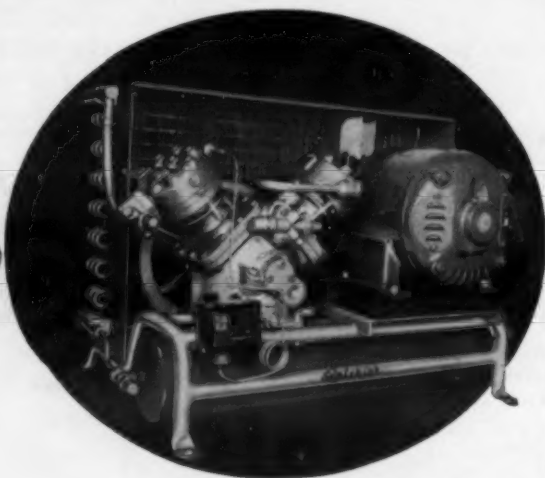
ADAPT-ability

DEPEND-ability

FLEX-ability

SERVICE-ability

—and their unique tubular air-frame base adds complete ACCESS-ability!



where "ability" counts,
specify Lehigh



Lehigh MANUFACTURING CO.

DIVISION OF LEHIGH, INC. • Plant: Lancaster, Pa.
Export Dept.: 13 East 40th Street, New York, New York

write now . . . for important informative catalog



**NEW WATERLESS
CENTRAL COOLING**

Plenum type illustrated
may be installed above
or below furnace.

WILLIAMSON Waterless Wethermatic ARefrigeration units can be added quickly and easily to any residential or store forced air heating system. Choose from plenum, duct, counterflow, suspended horizontal or console types for efficient low cost operation.

- No water needed
- No sewer or water connections
- No costly maintenance
- Pre-wired for easy installation
- 2, 3, 4, 5, and 7½ ton models
- Full tonnage provided

Write for complete information today

**WILLIAMSON
WETHERMATIC
ARefrigeration**

THE WILLIAMSON CO., 3320-E3 Madison Rd., Cincinnati 9, Ohio



KEY NO. G-3313

"KOOLER-AIRE" SERIES 83, 3-ton air-cooled condensing unit by UsAirco, features double coil assembly and blower. L. P. Hanson (l.), vice president, discusses unit with T. J. Waddell, the company's St. Louis representative.



KEY NO. G-3315

WITH OIL-FIRED furnace of the horizontal type, Thermo-Products, Inc. displayed a summer air conditioning coil section of special construction, designed to go with such a unit.



KEY NO. G-3318

COOL PACKAGE—Mueller "Climatrol" type 915, air-cooled air conditioner and model Pat Lee. The unit features two 1 3/4-hp. compressors for two-stage cooling with increased humidity control. Unit is pre-wired, pre-charged.

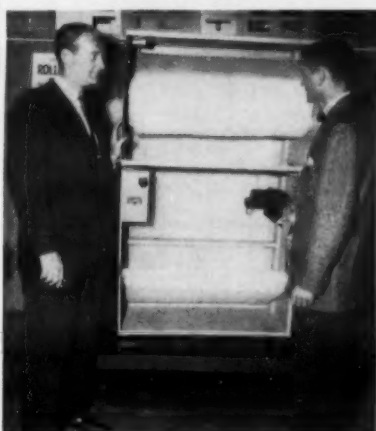
KEY NO. G-3314

WATERBURY "COMFORT-ROL" constant comfort system of the Waterman-Waterbury Co., is shown with E. M. Delaney (l.), field sales manager, and Fritz Legler (r.), vice president, demonstrating.



KEY NO. G-3316

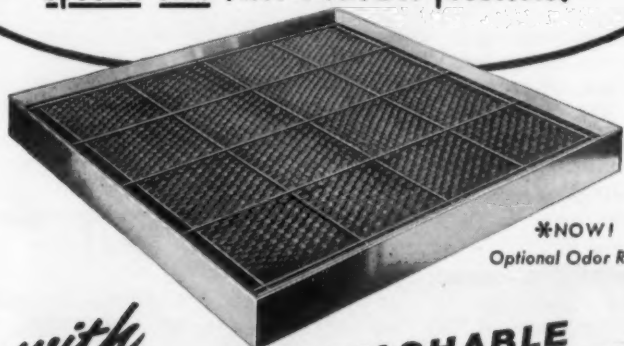
EXPLODED MODEL of light fixture combined with low velocity air diffuser by Pyle National Co., shares spotlight with Ingeborg Jorgensen.



KEY NO. G-3317

"ROLL-KLEEN" AUTOMATIC-CHANGING filter features new type medium with specially designed backing. Paul H. Johnson (l.), sales representative, and G. R. Holtz, sales manager of the Farr Co., discuss their product.

Here's how to end special size AIR FILTER problems!



*NOW! Optional Odor Removal

with **E Z KLEEN** WASHABLE ALUMINUM Air Filters

For filter sales or filter service, E Z Kleen aluminum washable air filters for air conditioners fit your profit picture perfectly. They permit a reduced inventory...result in fewer call-backs...require less storage space. With home service by customers, you profit from sale of R P Handi-Koter adhesive or R P Super Handi-Koter*, fast-selling, replacement items. Or...you can establish a profitable service business. Whatever your type operation, E Z Kleens are the answer! In 1/2", 1", or 2" thicknesses.

RP... PRODUCTS OF RESEARCH

RESEARCH PRODUCTS CORPORATION
DEPT. 20, MADISON 10, WISCONSIN



Edwards CO-AXIAL CONDENSERS



A TYPICAL CONFIGURATION—EFFICIENT, COMPACT DESIGN

The NEWEST design in water-cooled refrigerant condensers. Used by major equipment manufacturers because of these—

SELLING ADVANTAGES:

- Use 35% less water
- Cost reduced 30 to 40%
- Stock sizes: 1/2 to 7 1/2 tons
- No internal joints
- Easy installation
- Many compact shapes

Send for catalog
TT-652
TODAY
or call
TERHUNE 5-2808

EDWARDS ENGINEERING CORP.
100 ALEXANDER AVENUE • POMPTON PLAINS, NEW JERSEY

hit of the show
you saw it in action at the
International Exposition

FORCED DRAFT!
NO FAN!

KOCH
JET forced draft
COOLING TOWER

nothing cools like water!
Here is the tower that permits
you to take full advantage of
the efficiency and dependability
of water-cooled condensers.

lower cost!
no moving parts!
attractive—compact!

Sizes to match all self-contained
air conditioners 3 to 25 tons

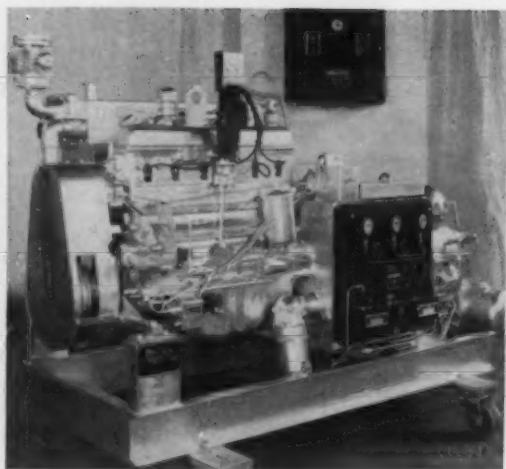
AMAZINGLY SIMPLE DESIGN!
SIMPLY AMAZING PERFORMANCE!

Inlet Diffuser Inductor Nozzles
Powerful Jet Action Forces Air
500 F P M Velocity Assures Intimate
Contact with Water Self-Cleaning
Dynamic Sprays No wood Fill
360° Glass Eliminator Plasticlad Finish Top to Bottom

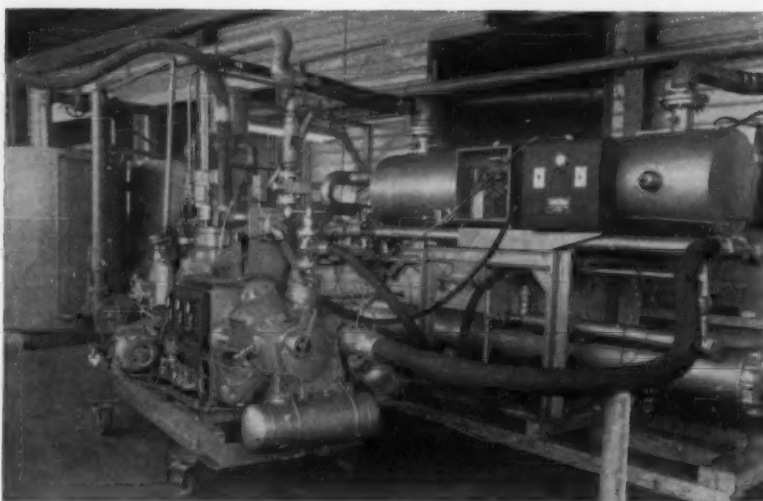
Koch Engineering Company, as a basic oil industry equipment manufacturer for more than 30 years, is world famous for its developments in heat transfer refinery processes. The same engineering skill that makes Koch outstanding in the oil industry has gone into the manufacture of the revolutionary Koch Jet Action Cooling Tower.

KOCH
ENGINEERING CO.
321 West Douglas
Wichita, Kansas

A few areas are open for
Manufacturer's Representatives.
Write for information.



LEFT: The Ready-Power natural gas engine driven compressor unit is a 6-cylinder International Harvester work engine, direct driving a radial refrigeration compressor. Units are equipped with completely integrated capacity control systems, a.c. electric "thermostat" start systems, and complete instrumentation. They come in a range of 20 to 80 tons capacity.



ENGINE-COMPRESSOR units are connected by flexible refrigerant hose to chiller-condenser units. Before being shipped out, they are job tested in the manner described. Water temperature in the 500-gal. "load tank" (left) is then varied in increments of .2 of a degree from 55 to 45° F. for 20 to 76 hours while the complete system is job tested, and the refrigerant cycle properly balanced. The 500-gal. tank to the right of the load tank regulates water temperature into the condenser systems. The multitude of small wires and tubing lines in the picture are thermocouples and pressure lines leading from test points to test instruments and recorders.

Big Load Off Contractor's Shoulders

Ready-Power Testing Prepares Package Units For Full Load Right After Installation

DETROIT—Every gas-engine driven packaged air conditioner now being shipped from the Refrigeration and Air Conditioning Products Div. of the Ready-Power Co. here is set up to go into full load operation immediately after installation.

This has been made possible, states Norb Hall, manager of the division, through the completion at the company's plant here of quality control production test facilities which permit the test engineers to duplicate on the production line every field load condition which each individual unit may encounter in the field.

Among the things that this

means to the contractor installing such equipment in the field is:

No field evacuating or dehydrating is required. All units are shipped only after this has been done at the factory and a refrigerant holding charge installed.

No "load run" is required on the job site. Each individual unit has been subjected to varying load conditions from minimum load to maximum.

No necessity on the part of the contractor to worry about whether "everything is ready to run." The unit has already been run for 20 to 70 hours on an actual cooling load and its op-

eration checked carefully by several test engineers equipped with the finest instruments available.

TEST FACILITIES LISTED

Present facilities for testing now include:

Complete chilled-water air conditioning test block including a 500-gal. controlled temperature "load bank," a 500-gal. "tower tank," complete Fischer-Porter flow meter apparatus for checking water and refrigerant flow rates.

Complete Pyrometer—thermocouple temperature testing and control equipment.

Complete laboratory type pressure and temperature instrumentation.

Complete electrical instrumentation including Esterline-Angus recording instruments to simultaneously record watts, volts, power factor, amperage.

Engine exhaust gas analyzers, electric tachometers, Strobelite tachometers, and other engine test equipment.

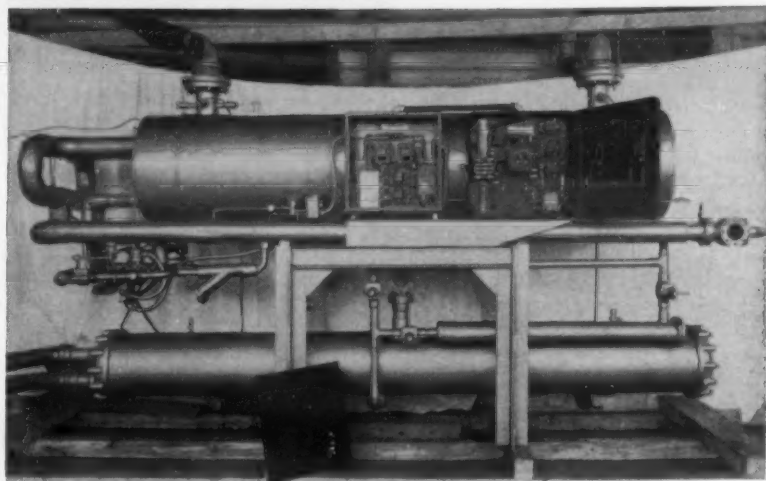
Complete controlled temperature and humidity "load room" and "outdoor ambient" rooms for testing packaged direct expansion air handling units with air-cooled condensers.

Production units of this type used for Military Missile projects must hold exact temperature and humidity and pressure conditions in the "load room" while the entire condensing assembly is being subjected to various "outdoor ambient" temperatures, across the air-cooled condenser, or 40 to 140° F.

When the Natural gas-engine-driven package unit arrives at the new production test line it is processed first through a "gas cycle" test where all pressure type switches are set, the variable speed capacity control system adjusted for minimum and maximum load, and the natural gas carburetion adjusted. Spark plugs are gapped for .018 to .020 in. and magnetos are timed approximately, during a preliminary four-hour test period.

FINAL TEST ROOM

Units then proceed to the final test room where they are connected to water pumps, fuel lines, electrical power and engine exhaust piping. The unit is then completely instrumented with gauges, thermocouples, water flow rate meters, superheat pyrometers, and visual aids such as pyrex glass suction port line. Tachometer, vacuum



THE MATCHING-CHILLER condenser package shown here is of the kind that forms, with the engine-compressor unit, a complete matching and integrated refrigeration system supplying chilled water for any type of application.

gauges, exhaust gas analyzer, and engine water flow meter are attached to the engine.

Two 500-gal. water tanks supply water to chiller, condenser, and engine heat exchanger at the desired quantity and temperature.

For the next 20 to 70 hours the machine is operated under all load conditions by varying the temperature of the "chilled water" load bank and "tower water" tanks.

Superheat of all expansion valves are checked at several load conditions by reference to thermocouple readings and visual inspection of the refrigerant gas as it flows through the glass section of suction line,

all liquid line solenoids are sequenced properly by adjustment of the multistage water thermostats. The "Loadmatch" capacity control system is adjusted so that the pumping rate (speed) of the compressor exactly matches the heat load impressed on the machine by the load bank apparatus.

After a unit has operated for between 20 and 70 hours through all conditions of load it is carefully inspected for leaks a third time and prepared for shipment. Preparation includes leak checking, evacuating, dehydrating installation of a refrigerant holding charge, and a complete inspection of over 40 items.

EXCLUSIVE NEW KMP KAP-KIT

...the Complete Capillary Replacement Assembly

Plus STRAINER-CAPILLARY
FAMOUS KENMORE
MOISTURE MAGNET® DRIER
...ALL IN ONE UNIT

- NO GUESSWORK... NO CUTTING
- PROPER CAPILLARY FOR UNIT SPECIFIED
- AMPLE CAPACITY MESH STRAINER AT INLET
- PLUS KMP MOISTURE MAGNET

Now KMP KAP-KIT gives servicemen a complete, tailored assembly for replacement in the field... the proper size drier for the capillary. KMP KAP-KIT provides precision metering control for all refrigerants and has the drier in the proper location used by all leading manufacturers—The LOW SIDE. When drier is placed in refrigerated position at the end of the capillary, desiccant adsorbs more moisture and, more important, retains the moisture.

Insist on Exclusive KMP KAP-KIT... a strainer assembly, Moisture Magnet of spun copper (in all popular sizes), plus flare nuts and bonnets... uniformly produced at lowest cost.

Write today for information and prices.

KMP

KENMORE MACHINE PRODUCTS, INC.
LYONS, NEW YORK

U.S. Patents RE. 22,465 and 2,430,692

Sales are really jumping



for **DUST-magnet**
lifetime electrostatic filter

Grab the line that's going places fast. Everybody likes this air filter that lasts for the life of the equipment, rinses clean under a faucet.

Exclusive woven plastic fabric stops more dust, dirt, lint and pollen. No sticky coating. Available for most air conditioning, warm air heating and commercial refrigeration equipment. Standard on many leading brands. U.L. approved. Ask your jobber about Dust-magnet, or write for details.

STODDARD INDUSTRIES, INC.

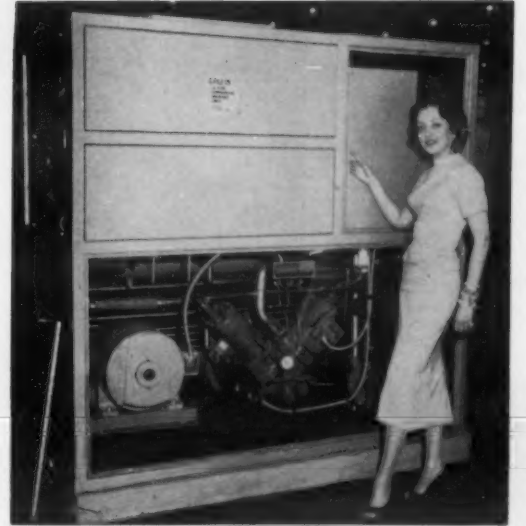
1545 Kingsbury Street, Chicago 22, Illinois



—KEY NO. G-3357—
"ROTOLOCK" VALVES, permitting line connections from any angle, are added to the Tecumseh line of compressors. Dick Signorelli (l.), of Mueller Climatrol, and H. Baragman, Tecumseh sales representative, inspect new valve on 5-hp. compressor.



—KEY NO. G-3360—
UNIT FOR DUAL-DUCT air conditioning is the Type V3 model for under-window or wall mounting. They discharge vertically, upward, through Buensod-Stacey high velocity outlets designed for quiet and draftless diffusion of conditioned air. Each unit has a compressed air operated mixing valve and volume controller.



—KEY NO. G-3363—
ADDITION to the Dunham-Bush line are packaged commercial air conditioners, in a range of sizes from 10 to 40 tons, all equipped with evaporative condensers. Margie Noxon poses with a 15-ton model.

—KEY NO. G-3358—
5-TON "GENATRON" heat pump, model 525-A, is a new product of General Air Conditioning Corp. Carl Spitulnik (r.), of U. S. Post Office, looks on as J. L. Paulus, sales manager, points out new features.



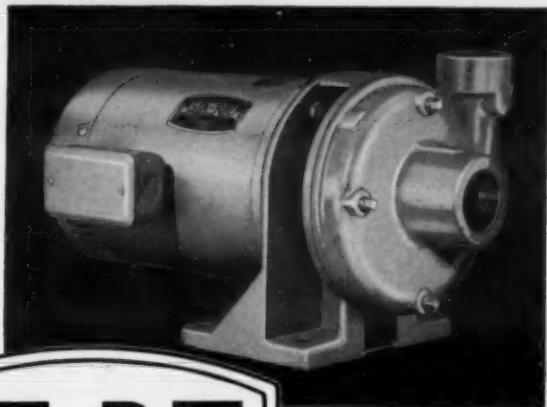
Additional details on new products shown at the recent heating and air conditioning show in Chicago can be obtained by using the "Information Center" blank on page 66 of this issue. Please refer to item by Key Number, which is with each picture. Other photo coverage of the show appears throughout this issue and in the March 11 issue.



—KEY NO. G-3359—
FACTORY CHARGED condensing unit, 2, 3, and 5 tons, with aluminized steel cabinets, the newest product of Armstrong Furnace Co., is the subject of discussion between Jack Swinehart (l.), Armstrong's sales promotion manager, and T. J. Echternacht, district manager.



—KEY NO. G-3364—
BIG PACKAGE CHILLER, part of the line which Vilter Mfg. Co. is making available, is this 75-ton model, new in the line. Visitors to display space demonstrate the highly concentrated interest which most show visitors gave to exhibits.



STA-RITE the ONE pump designed to cut costs of AIR CONDITIONING INSTALLATION AND MAINTENANCE

You and your customers get more for your money with Sta-Rite. First cost is usually lower than comparable pumps. More—check cost per gallon delivered. Cost of installation. Cost of maintenance. Yes, and check cost against the expected life of the pump. Sta-Rite pumps give you clear-cut superiority. You see it the way we make bronze impellers, the full-power, ball-bearing, capacitor-type motors, the leak-proof mechanical seal, the one-piece corrosion-resistant shaft.



Ask your wholesaler. Also write for copy of new bulletin describing Sta-Rite Air Conditioning Pumps.

STA-RITE PRODUCTS, INC.

701 S. Eighth Street, Delavan, Wisconsin
Los Angeles, Calif. • Chamblee, Ga.
In Canada: STA-RITE Pumps (Canada) Ltd., Ajax, Ont.



—KEY NO. G-3361—
WORTHINGTON'S NEW low-line induction circulator with range of 150 to 720 c.f.m., total air, is tested by model Diana Gale.



—KEY NO. G-3362—
MANUAL SWITCHOVER from heating to cooling is featured in special room air conditioner installed in Warnall Plaza Apartments, Kansas City, explains Ben M. McDougall, sales manager of Kennard Corp.

Simpson TEST EQUIPMENT speeds up servicing of REFRIGERATION AIR CONDITIONING HEATING EQUIPMENT APPLIANCES

CHECKS 3 TEMPERATURES AT ONE TIME

THERM-O-METER, Model 388-3L (-50° to +1000° F)

Takes up to three, 7½' thermocouple leads, general purpose or surface type. Self shielded. With one general purpose lead, battery, and operator's manual..... \$64.50

Model 388 for one lead only.....\$59.50



TEMPERATURE METER, Model 385-3L (-50° to +70° F)

Developed for refrigeration equipment. Takes up to three, 15', general purpose Thermistor tipped leads. With one lead and manual.... \$33.95

Model 385 for one lead only.....\$30.00



PRETESTS CURRENT CAPACITY OF ELECTRICAL LINES

LINE-O-METER, Model 397

Tells whether existing house wiring is adequate for motor starting currents from 13 to 50 amperes. (Single phase, 117 V, 60 cycles).... \$29.95



DIAGNOSES MOST ELECTRICAL TROUBLES

AC VOLT-AMP-WATTMETER, Model 390

Checks line voltage, current drain, and power consumption. Four wattage ranges cover practically any appliance. With break-in plug, leads, and manual..... \$43.95



CHECKS VOLTAGE AND POWER SIMULTANEOUSLY

AC-DC VOLT-WATTMETERS, Models 391 and 392

For appliance motor testing. \$34.95

Model 391, 3000 watts.....

Model 392, 5000 watts..... \$37.95



Write for New Refrigeration Bulletin No. 3001

SIMPSON ELECTRIC COMPANY

WORLD'S LARGEST MANUFACTURER OF ELECTRONIC TEST EQUIPMENT

5200 West Kinzie St., Chicago 44, Ill. Phone: EStabrook 9-3121

In Canada: Bach-Simpson Ltd., London, Ontario



ATTENTION . . . OEM & WHOLESALERS —

DRYERS — STRAINERS — ACCUMULATORS

- ✓ In all spun copper
- ✓ with SAE flare and solder connections
- ✓ custom made to specifications

- ✓ designed for top efficiency, maximum protection of all refrigeration systems
- ✓ specialty items also stocked



Write Today for Catalog & Price Data

WABASH CORPORATION

2300 SOUTH WESTERN AVE.

CHICAGO 8, ILLINOIS

—KEY NO. G-3319—
NEW HORIZONTAL self-contained packaged air conditioner, featuring access panels and choice of indoor or through-the-wall installation, is product of International Heating Co. Model Ingeborg Jorgensen is the interested party.



—KEY NO. G-3322—
"HISS-AND-TELL" refrigerant line driers were shown by Henry Valve Co. With these "Abs-Dry" pressure sealed driers, it is possible by loosening the cap (as R. S. Dickert does here in a demonstration which Cy Otterholm watches) to find out through the hissing sound if the drier is working effectively.



—KEY NO. G-3323—
GOING UP in size are air-cooled condensers, as is demonstrated by the 45-ton "Krack" model that serves as a giant back-drop for a conference between F. A. Klaas (l.), vice president, Refrigeration Appliances, Inc., and Boyd Evans of United Refrigeration Supply, Memphis.



—KEY NO. G-3320—
"JET SIPHON" is the word for Clarage Fans' new exhauster, said to be designed for higher static ranges than normal roof ventilators. H. A. Melzer (l.), manager of industrial sales, and Frank Otten (r.), production manager, tell C. L. Arnold, of Kalamazoo, all about it.

—KEY NO. G-3321—
GIANT-SIZE ceiling type air diffuser, capable of handling air distribution problems in the largest of public assembly rooms, was among the broad line of air diffusers, grilles, and registers exhibited by Titus Mfg. Corp.



—KEY NO. G-3324—
TWO NEW VALVES for refrigeration and air conditioning applications were spotlighted in the Sporlan Valve Co. booth. At right, H. F. Spoehrer points to the new Type XEK valve, while M. D. McAnany holds the new type 20 solenoid valve.



—KEY NO. G-3325—
FLAT BOTTOMED liquid receiver is new Standard Refrigeration Co. item to which Dwight Orr directs attention. It is designed so that it will sit rigid on a base, without use of mounting brackets.



—KEY NO. G-3326—
ENCLOSED-FIN HEATING COIL for base-board application, which eliminates noise, is discussed by Melvin Dubin (l.), president, and Alvin Buschel (r.), sales manager of Slant-Fin Radiator Corp.

WAGNER ELECTRIC MOTORS...THE CHOICE OF LEADERS IN INDUSTRY



Solve big motor starting problems with Wagner Increment Motor-Starter Combinations!

Eliminate "across the line" starts — cut voltage drop and line disturbance

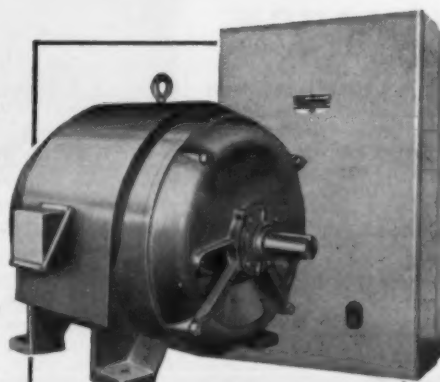
This line of Wagner Increment Start Motors, ranging from 60 to 150 hp, and operating at speeds from 575 to 1160 rpm, drive compressors in a Memphis food processing plant. The motors start quickly and easily, with a minimum of line voltage disturbance, because they are designed for increment starting and are furnished with increment type starters.

Wagner Increment Motor-Starter Combinations provide low cost control...do not interrupt current between "start" and "run", as is the case with auto-transformer type starters...do not affect the running characteristics of the motors...yet fully meet the

polyphase motor starting recommendations of the AIEE-IEEE-NEMA.

Wagner two-step motor and starter combinations are suitable for most applications. For installations where unusually low inrush of starting current is required, Wagner can furnish 3, 4, 5, or 6 step increment motor-starter combinations.

Why don't you investigate the possibilities for savings by using Wagner Increment-start Motor Combinations on your big jobs? Your nearby Wagner engineer will help you select the increment motor and starter combination that meets your requirements. Call the nearest of our 32 branches or write for Bulletins MU-128 and MU-195.



Type RP polyphase motor — in ratings to 500 hp. with increment type starter.



BRANCHES AND DISTRIBUTORS IN ALL PRINCIPAL CITIES

Wagner Electric Corporation
6441 Plymouth Ave., St. Louis 14, Mo., U.S.A.

Looking for
a Business to Buy . . . ?

Check the
Business Opportunities
Section
in the classified
advertising columns.

ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES • AUTOMOTIVE BRAKE SYSTEMS—AIR AND HYDRAULIC

For more information about products advertised on this page use Information Center, page 66.



—KEY NO. G-330—

"STRIPLINE" SLOT-TYPE DIFFUSER made of cold rolled steel is new product of Air Devices, Inc. Model Ingeborg Jorgensen holds a section of the firm's 6-row type H-20.

What Was New At the ASHAE Show

A bit of the Heating and Air Conditioning Exposition is being brought right to your doorstep, so to speak, with this NEWS photographic coverage of new products shown in Chicago. If you wish additional details on any of these items, please request it on the "Information Center" blank on page 66. Products should be identified by Key Number which appears with each picture. More pictures will be found on other pages of this issue and in the March 11 issue.

—KEY NO. G-334—

NEW SERIES 77 SUPER-EXTENDED BASEBOARD DIFFUSER, is demonstrated by H. F. Robinson (l.), district manager of Lima Register Co. J. L. Irvin, sales assistant, looks on.

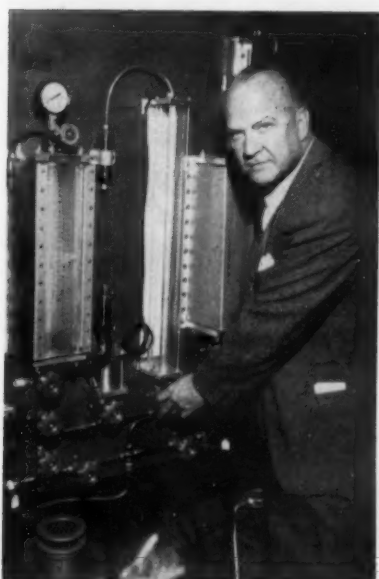


—KEY NO. G-335—

75-TON PACKAGE LIQUID chiller, completely charged, sealed, and ready to operate, is shown by M. H. Hofmeister of Bell & Gossett Co., to Mr. and Mrs. Louis Blazek, of Rochester, Minn.

—KEY NO. G-336—

GLASFLOSS, NEW CUT-IT-YOURSELF filter material produced by the Pittsburgh Plate Glass Co., is displayed by Ivelies, Jane Tamburino (l), and Camilla Hawk.



—KEY NO. G-331—

PORTABLE CHARGING STATION FOR "FREON-12" and "FREON-22," offered by Airserco Mfg. Co., features a high-vacuum pump. E. C. Williams, the company's president demonstrates.



—KEY NO. G-332—

MRS. N. A. BURKEY (l.), general manager of Chemical Solvent Co., Birmingham, Ala., "talks up" her company's ice machine cleaner to E. J. Clark (r.), sales engineer, Joy Mfg. Co.



—KEY NO. G-333—

HAND ADJUSTABLE WATER REGULATING valve with monel seat is demonstrated by Robert E. Ely, sales representative for the Marsh Heating Equipment Co.

WHY SUFFER FROM
"STANDARD CATALOG UNIT"
HEADACHES?

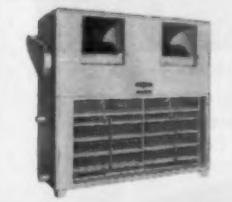
"SATISFABRICATED" AIR CONDITIONING UNITS
BY GOVERNAIR
WILL FIT YOUR JOB!



SELF CONTAINED
AIR CONDITIONERS



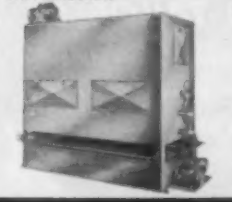
FAN & COIL UNITS



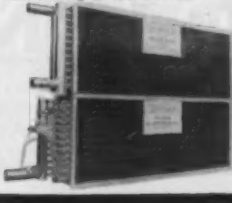
MULTI-ZONE
FAN & COIL UNITS



EVAPORATIVE
CONDENSER



COILS
HEATING & COOLING



When ordering packaged air conditioners, why should you inherit the headaches of fitting other manufacturers' unalterable "standard catalog" units to your needs?

Not when it's so easy to order "Satisfabricated" Governair units . . . completely self contained . . . completely flexible in design, to suit any particular load conditions or unusual space requirements. Governair "Satisfabricated" units operate with simple water, electrical and duct connections. Important, too, is the fact that Governair units are **engineered** better . . . and **built** better . . . to **operate** better, at minimum maintenance cost.

For more details, write the home office or refer to your classified directory for Governair's nearest representative.

GOVERNAIR CORPORATION
4840 NORTH SEWELL OKLAHOMA CITY, OKLAHOMA



On Stage at Chicago Heating, Air Conditioning Show



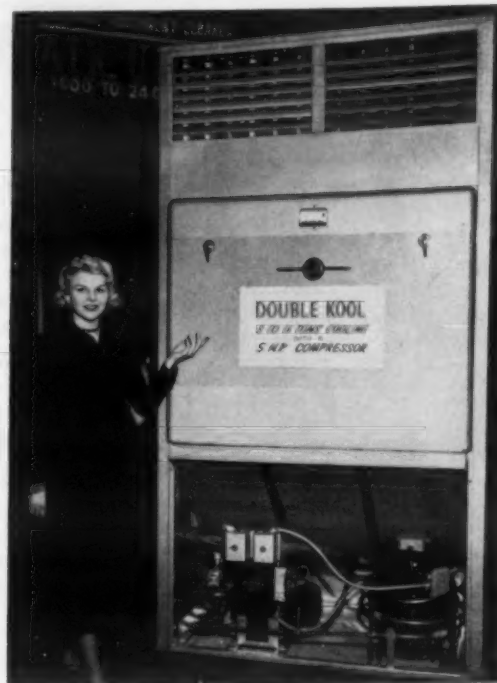
KEY NO. G-3327

HIGH VELOCITY air distribution system, making use of the Anemostat high velocity sound attenuation chamber to mix and diffuse the air which is received through small, circular ducts, was an operating display which drew the attention of this visitor.



KEY NO. G-3328

AIR-COOLED CHILLER, a 2-ton package unit designed for residential air conditioning applications, was new item shown by Heat-X, Inc. Looking it over are R. Schultz of Yocum & Goode, New York City, and Cecil Boling, president of Dunham-Bush, Inc., of which Heat-X is a subsidiary.



KEY NO. G-3331

"DOUBLE KOOL" packaged air conditioner that is claimed to produce eight to 11 tons of cooling from a 5-hp. compressor is displayed by Hastings Air Control Co., Inc. Holly Ray does the honors.



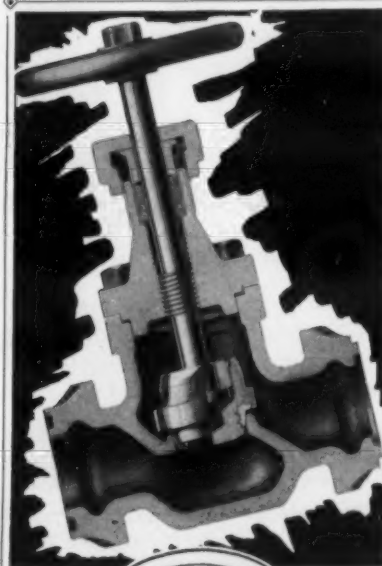
KEY NO. G-3329

MODELS NOTE that heated and cooled air are delivered simultaneously by the Multi-Zone Climate Changer shown by The Trane Co.



KEY NO. G-3330

RESIDENTIAL air conditioners in a variety of types and style were exhibited by the Lonergan Mfg. Div. of McGraw-Edison Co.



Valves & Fittings

Bring you a dozen design advantages, plus experience since 1882, stock points in principal cities, and competent engineering assistance. Ask for new catalog: write



Keep Pace ...

HELPFUL AIR CONDITIONING
...REFRIGERATION DATA
Yours Free!

SPOT-AIRE
HOT SHOT
FLO-COLD
PERMA-FAN
AIR COOLED CONDENSER
COOLING TOWER
SPAS-AVER
AIR HANDLING UNIT
Extended Surface for STEAM, WATER and DIRECT EXPANSION



Yes...

I would like to receive complete data.

Or, just send me items checked.

drayer-hanson

3301 Medford Street • Los Angeles 63, California
(Division of National-U.S. Radiator Corporation)

DEAN COLD PLATES for Ice Bank Air Conditioning

MANY SHAPES • MANY SIZES • MANY METALS

"JOB-TAILORED"

to your exact requirements, Dean Cold Plates are low in first cost and in operating cost. Our engineering department will be glad to cooperate in working out your particular problem.

Write for catalog and technical data.

DEAN

PRODUCTS, INC.

1042 DEAN STREET, BROOKLYN 38, N.Y., STerling 9-5400



Choice territories now available for sales representation. Inquiries invited.

For more information about products advertised on this page use Information Center, page 66.

8 Trane Scholarships To Train Technicians As Engineer's Aides

LA CROSSE, Wis.—To help alleviate the critical engineering shortage, Trane Co. here has established eight two-year pre-engineering scholarships at \$500 each in cooperation with La Crosse State college, the company has announced.

Beginning with the fall term, the eight awards will be made yearly. Senior boys in eight nearby Wisconsin and Minnesota counties are eligible, the firm explained.

Purpose of the program is to interest young men to train as engineering technicians by completing a strong, two-year curriculum, stressing mathematics and science.

After the two-year period, the scholarship recipients will join Trane, it was stated, "relieving graduate engineers of many time-consuming responsibilities."

"As a result," said Thomas Hancock, Trane executive vice president, "there will be better use of the skills of present engineers. It is a question of getting the most good out of what is available. Graduate engineers could concentrate on higher problems while the new group would take over those duties not requiring specialized skills of fully trained men."

As an added incentive, Trane plans to arrange summer employment in its engineering department while the students are participating in the program. After completion of the two-year course, the students will be able to join the firm as engineering technicians, it was pointed out.

Should they decide on continuing their schooling to seek engineering degrees, they will "be free to do so" and will receive credits toward a degree.

Eligibility is limited to the top quarter of senior boys in the participating high schools. Two years of high school mathematics and one of science are preferred for those interested. In all cases, scholarship winners "must be in need of financial aid," Trane said.

Powers Moves To Cooled Dallas District Office

DALLAS—Powers Regulator Co., manufacturer of temperature and humidity controls, has moved its Dallas district operations into a new 3,500-sq. ft. office and warehouse building in Brook Hollow Industrial District, it was announced by R. G. Lyford, Dallas manager.

The office area of the new building at 7707 Sovereign Row in Brook Hollow is air conditioned. Williams & Wagner Construction Co. built the structure, which will be occupied by the Powers company under lease.

DeSoto Beach Hotel Will Get Cooling

SAVANNAH, Ga.—The J. B. Pound Hotel Co. has sold the DeSoto Beach hotel to the General Oglethorpe hotel, of which Irwin Knohl is president. Knohl said extensive improvements are planned for the beach hostelry, including complete air conditioning of all facilities.

York Shows 8 Air Conditioning Units, Two Featuring Built-In Bookshelves

CHICAGO—Eight new air conditioning units were introduced by the Industrial Div., York Corp., subsidiary of Borg-Warner Corp., at the International Heating and Air Conditioning Exposition in the International Amphitheatre here.

The display featured such design and engineering innovations as modular units with built-in bookshelves, foot-high modular units, and a high-velocity air conditioner containing a high-capacity patented double coil, according to York.

4 HIGH-VELOCITY UNITS

Four of the new models are high-velocity units and four are fan-coil type. Three of the high-velocity units are wall mounted and two of these embody modu-

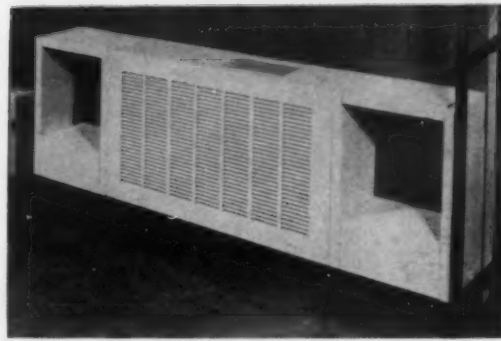
lar construction with functional enclosures featuring bookshelves on either side and concealed service enclosures. One new model is the "foot-high" air conditioner said to be especially adaptable for use in offices or rooms with floor-to-ceiling glass walls.

MORE SECONDARY COIL CAPACITY

York's patented double coil is claimed to gain its efficiency as a result of a greater secondary coil capacity for a given volume of primary air. This unit is adaptable to installations where balanced cooling has been made difficult by the sun's heat on one side of a building.

A feature of the four new fan coil units is the interchange-

NEW high-velocity "York-aire" conditioner features high capacity patented double coil. Note modular design with built-in bookshelves.



ability of parts in floor, wall, or ceiling mounted units as well as right and left hand units, the company pointed out. Both floor and wall types lend themselves to modular construction with bookshelves at either side.

York also showed its recently introduced high-speed, lightweight compressor, the "Turbo-matic," which engineers say is particularly well-suited for installation on upper floors or in roof penthouses where floor loads are an important factor.

Controls Co. Expands Holland Operation

SCHILLER PARK, Ill.—Controls Co. of America has announced an expansion program to increase assembly and fabrication operations at the Nijmegen, Holland plant of its subsidiary Controls Maatschappij Europa N.V.

The expansion will increase Nijmegen production of vaporizing oil burner controls, refrigeration and expansion valves.

DETROIT No. 714

LARGE CAPACITY EXPANSION VALVES

FEATURES

• BROAD RANGE OF APPLICATION

2 to 10 tons -12 and
3 to 17 tons -22, for air conditioning, commercial and low temperature use.

• CUSTOM CHARGES FOR ALL APPLICATIONS

Available with any of Detroit's custom charges; "C" for commercial, "Z" for low temperature, and "G" for air conditioning.

• SWEAT CONNECTION SIZES

Inlet 1/2" to 7/8" O.D.
Outlet 3/8" to 1 1/8" O.D.

• LEVEL ACTION FEELER BULB

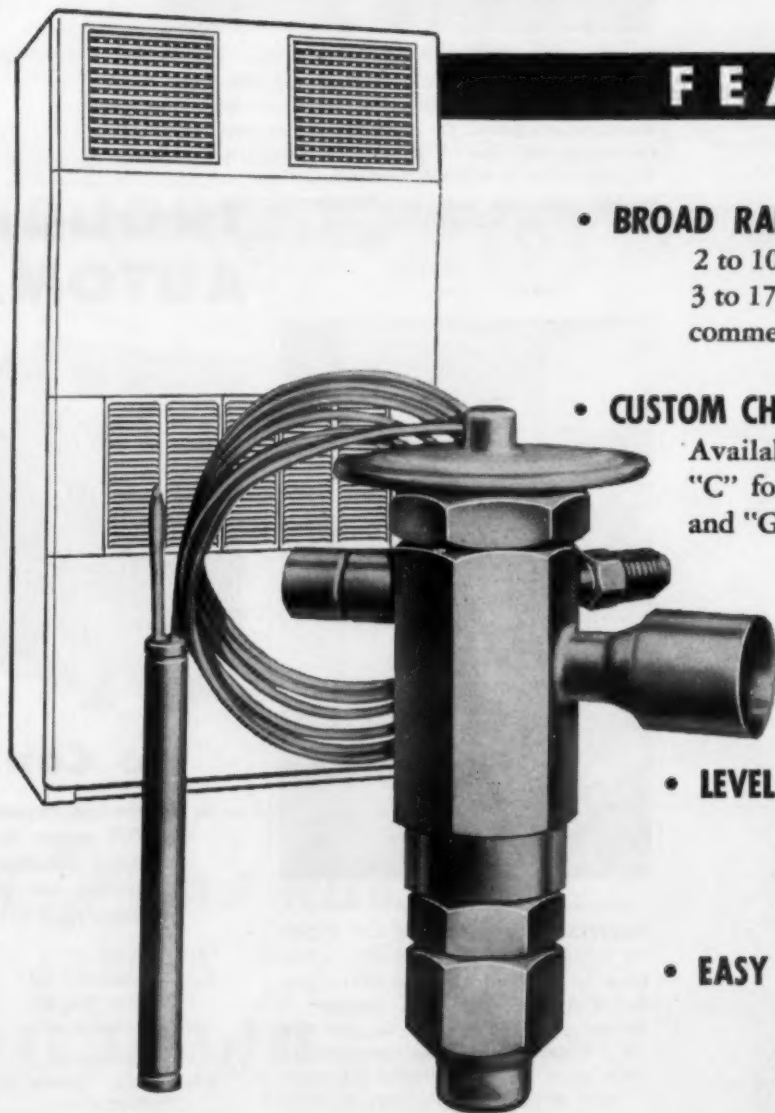
Minimizes surge for very close superheat control and maximum valve operating efficiency.

• EASY TO SERVICE

Entire valve easily disassembled for inspection and cleaning, without removing from the line.

• REMOVABLE POWER ELEMENTS

Custom charged power elements can be interchanged for different refrigerants and various capacities.



Write for Complete Information



5900 Trumbull Avenue
Detroit 8, Michigan

DETROIT CONTROLS

CORPORATION

Division of AMERICAN-STANDARD



Canadian Representatives: RAILWAY AND ENGINEERING SPECIALTIES LTD., Montreal, Toronto, Winnipeg

For more information about products advertised on this page use Information Center, page 66.



KEY NO. G-337

VERSATILE 3-TON EVAPORATOR UNIT by Eureka Williams Corp., can be suspended overhead. V. Krouse, manager, field service, points out interchangeable panels to H. E. Glunt, of Hamilton, Ont., Can.



KEY NO. G-338

NATURAL GAS DRIVEN COMPRESSOR UNIT powered by 6-cylinder engine, is shown by Ready Power Co. M. K. Hall, manager of refrigeration division of the company, answers questions of Earl F. Schreiner, assistant manager, Gulf Cities Gas Corp., St. Petersburg, Fla.



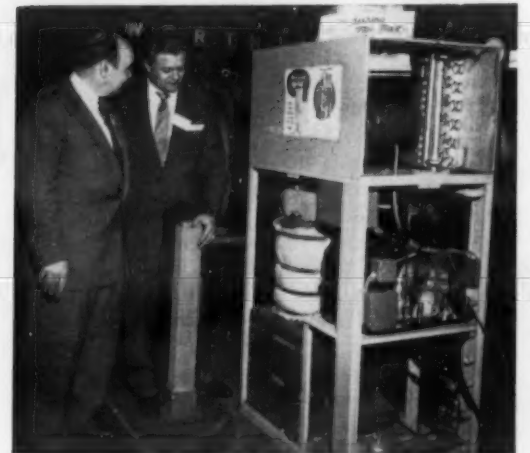
KEY NO. G-3311

WORKABLE into almost any shape or form desired for ductwork or any type of connections for distribution systems, is the round metal flexible tubing offered by Flexible Tubing Corp., and charmingly demonstrated here by Robbi Palmer of Cleveland.



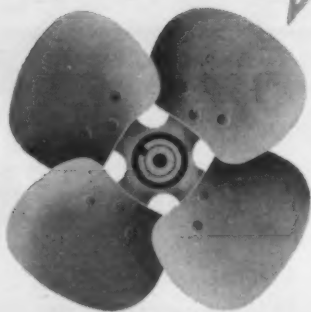
KEY NO. G-339

NEW CONDENSING UNIT and compressors for the air conditioning and refrigeration market were shown by Bendix-Westinghouse. On the floor is a compact 1/2-hp. condensing unit, and on the display table is model of the new 3-hp. and 5-hp. hermetic compressor which has been in development at the firm's Evansville, Ind. plant.



KEY NO. G-3312

TRI-PAK AIR CONDITIONER-HEATER combination, featured by Deering Air Conditioning Co., maintains 15 gals. of useable hot water in storage tank. John Ruff (I.), Standard Air Conditioning Co., Chicago, gets the particulars from James W. Riley, Deering president.



MPEL-AIR

by **BROOKSIDE**

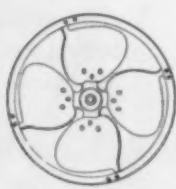
- **YOUR PRODUCT'S PERFORMANCE** is so important that every BROOKSIDE propeller is custom-designed . . . yet produced at competitive prices. 3, 4, and 6-blade propeller fans are designed daily. BROOKSIDE blades are produced in any diameter, any pitch, and any hub type.
- **SLINGER RING PROPELLERS** have solid, die-drawn rings with the ring tab as a part of the blade. Our laboratory and research facilities stand ready to solve the air moving problems of your product.



6-BLADE SLINGER



4-BLADE STANDARD



4-BLADE SLINGER



BROOKSIDE CORPORATION

McCordsville, Indiana



KEY NO. G-3310

COMPRESSOR MOUNTED UP OFF FLOOR TO ELIMINATE WATER DAMAGE, is featured in new home unit by Shana Mfg. Co. Mort Simon (I.), sales manager of Enterprise Heating & Power Co., and Harold J. Gainer, Shana sales representative, listen while Harry G. Shaffer (r.), president of the company, talks it up.

TROUBLE FREE AUTOMATIC STARTERS



Only ONE Moving Part

Bulletin 709 starter with Hand-Off-Auto selector.



No Contact Maintenance

For the last 25 years the Bulletin 709 starter has been the accepted standard of the refrigeration and air-conditioning industry. It is known to be

good for millions of trouble free operations. The silver alloy contacts never need filing or dressing. Two relays give reliable overload protection.

Allen-Bradley Co.
1313 S. First St.
Milwaukee 4, Wis.

In Canada—
Allen-Bradley Canada Ltd.
Galt, Ont.



We're **SPECIALISTS** in

REFRIGERATION
AIR CONDITIONING
ELECTRIC MOTORS

PARTS and Supplies

WE SAVE YOU MONEY because we're specialists, with the largest selection in the world—over 10,000 items—at lowest prices. They're all illustrated, priced and described in our newest **HARRY ALTER DEPENDABOOK**—"the standard of the trade."

Write on your letterhead for the **DEPENDABOOK**

WHOLESALE ONLY The **HARRY ALTER CO., Inc.**, 1717 S. Wabash Ave., Dept. A, Chicago 16, Ill.

New Brunner Models Feature Light Weight, Compactness, Easy Servicing

CHICAGO—Two semi-sealed air conditioning installations. In addition, these units may be economically incorporated in the design of walk-in cases, reach-ins, and frozen food display cases, it was noted.

The 5-hp. units are four cylinder and may be cooled by air, water, or air-and-water. All models are available in Refrigerant-12 for high, commercial or low temperature applications. "These Brunner-metics are raised base and light weight with extremely compact over-all dimensions," it was stated.

New 3-Hp. Semi-Hermetic

In addition, a new 3-hp. semi-hermetic model is offered to operate on Refrigerant-12 for low temperature applications.

It was also announced that with the addition of 5 and 7½-hp. condensing units, Brunner extends its line of semi-hermetic refrigeration condensing units from ¼ through 7½ hp.

Both the 5 and 7½-hp. units are specially designed for residential and small commercial

air conditioning installations. In addition, these units may be economically incorporated in the design of walk-in cases, reach-ins, and frozen food display cases, it was noted.

The 5-hp. units are four cylinder and may be cooled by air, water, or air-and-water. All models are available in Refrigerant-12 for high, commercial or low temperature applications. "These Brunner-metics are raised base and light weight with extremely compact over-all dimensions," it was stated.

Semi-sealed 7½-hp. condensing units with Refrigerant-12 are available for high and commercial temperature applications, and for low temperature application with Refrigerant-22. These six-cylinder units are water cooled.

Brunner also showed new and low cost 1½-hp. semi-sealed units.

Rack Designed Primarily For Food Stores

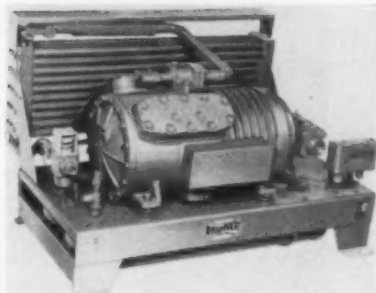
A new rack designed and manufactured by Brunner for the accommodation of Brunner equipment and for use primarily in food stores was shown, too. These new racks feature central control panels which contain all the necessary controls for each condensing unit.

Hoeing noted that the racks are furnished with controls mounted completely wired. Rack mounted units are also available without condensers for use in conjunction with evaporative condensers or remote air-cooled condensers or they can be provided with a water-cooled condenser for use with city water or cooling tower.

Fractional Hp., Semi-Sealed Condensing Units

The Brunner exhibit also featured fractional horsepower semi-sealed condensing units with a newly-designed side or optional top control panel mounting which allows designers of bulk milk coolers and other refrigeration equipment "unusual flexibility and freedom in application."

Hoeing said that Brunner has anticipated the increased industrial and other use of 440-volt



BRUNNER 7½-hp. semi-hermetic condensing unit.



OUTDOOR condensing unit.

equipment by introducing semi-hermetic motor compressors in 1½, 2, and 3 hp. for 440-volt applications with a number of condensing units available using these compressors in flat or raised base design and cooled by air, water, or air-and-water.

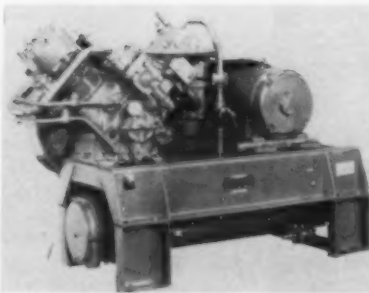
Also announced by Brunner at the exposition were two-stage open-type integral compressors "whose principal applications are below -30° F. but which may be used economically in other temperature ranges because of power savings." These compressors are available in 3, 5, 7½, 10, 15, 20, 25, 30, 50, 60, 75, and 100 hp.

Liquid Injection Available on Open Units

In addition, Brunner announced the availability of liquid injection on open-type units to remove speed restriction on capacity modulation devices.

Hoeing also revealed that Brunner is introducing 2 and 3-hp. exterior condensing units. These semi-sealed units are weather-proof, high capacity, and air cooled, he pointed out.

Models are available for ice bank type bulk milk coolers and commercial applications 0° F. to 25° F. evaporator temperature ranges; for direct expansion type bulk milk coolers and other applications 20° F. to 50° F. evaporator temperature ranges. Units especially de-



TWO-STAGE open-type compressor.

signed for remote air conditioning applications are also available.

"These units operate efficiently with 120° ambient air across the condenser," it was stated. "All electrical leads are wired in conduit to junction box with access to exterior and, with access door opened, all electric components (control panel and compressor terminal box) are exposed for inspection."

"A low voltage control panel provides 30-amp. magnetic contactor, while a centrifugal

blower moves air quietly and positively, regardless of wind direction. Efficient economical operation is assured with full 1,000 c.f.m. condenser air per ton.

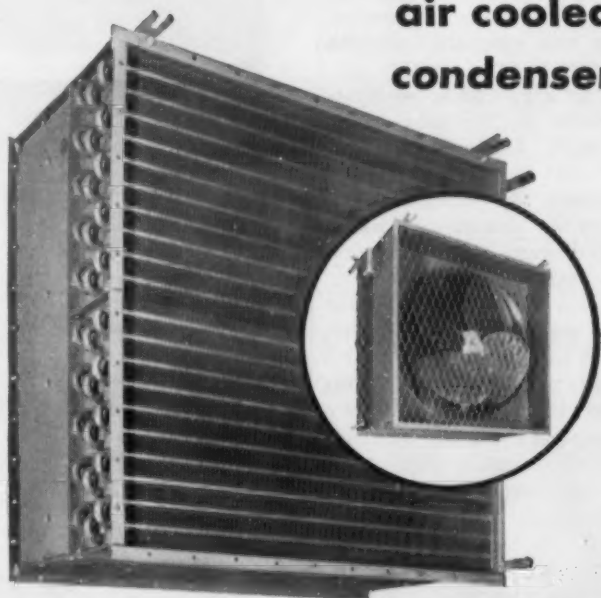
"Single-phase units are equipped with inherent motor protection on the compressor and with two-pole, heavy-duty dual pressure control. Three-phase units are equipped with 20-amp. quick trip magnetic starters and with single-pole, dual pressure control. When too low discharge pressures are expected, a pressure control may be wired in the fan circuit to cut off the fan at a reduced discharge pressure."

"Oversized all non-ferrous condensers are constructed with tempered aluminum finning which resists fin damage. The air discharge grill provides protection from the blower wheel with a minimum restriction to air flow. Finished in a green hammertone, the unit blends with surrounding shrubs."

END WATER PROBLEMS WITH LOW-COST HIGH-QUALITY

LARKIN ZEPHYRCON

air cooled condenser



HANDLES UP TO 40 TONS AS EASY AS A BREEZE!

Here's the ideal air cooled condenser for residential and commercial air conditioning installations up to 40 tons. The Larkin Zephyrcon pulls the air over the condensing coils, assuring even air distribution and holding operating noise to a minimum.

The Larkin Zephyrcon is engineered with sufficient condensing capacity to solve your problem, yet it is economical to buy, install, maintain, and operate. See your wholesaler for details and specifications, or write direct to us.

FIVE MODELS WITH OUTSTANDING FEATURES

- 2, 3, 5, 8, and 10-ton units engineered for parallel use
- Famous Larkin cross-fin coil—aluminum fins, copper tubes
- Finished with corrosion-resistant open-base, chlorinated-rubber enamel
- Permanently lubricated motors operate quietly on resilient adjustable base. Motors are provided with overload protection
- Motor wired to weather-proof external conduit box
- Fan guard is standard equipment
- Zephyrcon is weatherproofed for indoor or outdoor operation
- Slotted hanger bars for ceiling or floor installation



LARKIN COILS INC.

519 Memorial Drive, S. E. • ATLANTA, GEORGIA • MURRAY 8-3171

Protect Against SCALE and RUST

with

Slow-Dissolving, Self-Feeding

VAPCO NUGGETS

for Evaporative Condensers and Cooling Tower Systems

The phosphate treatment that holds more solids in solution.

Unique nugget form assures proper rate of dissolving for most efficient protection.

See Your Wholesaler or Write Today

GARMAN CO., INC.
ST. LOUIS 23, MO.



SAVE 2 WAYS WITH FURNAS "IN-BETWEEN" STARTER SIZES

LOWER COST—save up to 25% by buying the exact size starter for the job, instead of having to take a standard one that may be too large.

LESS SPACE—save up to 40% by selecting a compact starter of a size designed to fit your requirement.

Furnas offers you 10 Magnetic Starter sizes instead of the usual five—5 standard and 5 "in-between" sizes. The "in-between" sizes allow you to choose the control that is exactly suited for your particular job when a standard size is not quite right. No need to waste money or space on a starter that is too large.

For information on our complete line of air conditioning and refrigeration controls, write for Bulletin 5519. Furnas Electric Company, 1111 McKee Street, Batavia, Illinois.

A32



FURNAS ELECTRIC COMPANY
BATAVIA, ILLINOIS

SALES REPRESENTATIVES IN ALL PRINCIPAL CITIES

For more information about products advertised on this page use Information Center, page 66.



—KEY NO. G-3387—
MINIMUM height to fit limited spaces, is a feature of the all-new American Blower packaged air conditioner line. Also featured is the fact that air is drawn through the coils, and the claim is thus made that every square foot of coil is utilized.



—KEY NO. G-3390—
CHANGE-OVER VALVE for air conditioning system, operating thermostatically and providing the switchover from cooling to heating or vice versa, was featured by Detroit Controls Corp. and gets the attention of Hugh Maynard of Waukegan, Ill.



—KEY NO. G-3391—
PIPE INSULATION, designed to stop condensation and promote system efficiency, was exhibited by Armstrong Cork Co. with its Armaflex line, adaptable to pipe in any form or shape.

For further information on products shown on this and other pages in this issue, use Key Numbers and the "Information Center" blank on page 66.

No. 11 in a series on refrigeration



The component parts of a giraffe include a long neck. This enables the giraffe to eat the leaves off tree tops which are the only things a giraffe likes to eat.

There is a lot more to a giraffe than its neck of course, but the neck is a very important component part.

In the dramatic scene pictured above, we see a normal giraffe enjoying the tree-top leaves. The other giraffe, lacking the essential component part, is in a terrible fix.

Just as a giraffe must have a correctly engineered component part known as "the neck," so must evaporative condensers have something to prevent damaging corrosion and scale deposit caused by the minerals in water.

Here at RECOLD we design and manufacture specialized air conditioning and refrigeration equipment including Dri-Fan Evaporative Condensers. These incorporate one certain component part as essential to good refrigeration and air conditioning as is a long neck essential to a giraffe. (If it is to function as a giraffe should.)

This certain component part is not a neck exactly. It is better described as a patented bleed funnel that functions while the condenser is in operation. It works beautifully. It controls corrosion and scale deposit. It does away with small outdated bleed tubes and expensive valves that clog and cause trouble. Only Recold Dri-Fan Evaporative Condensers have it.

For further and more technical data on this and other important developments in the field of refrigeration—without cost or obligation—write to us.

Celebrating our 25th Year

Recold
CORPORATION

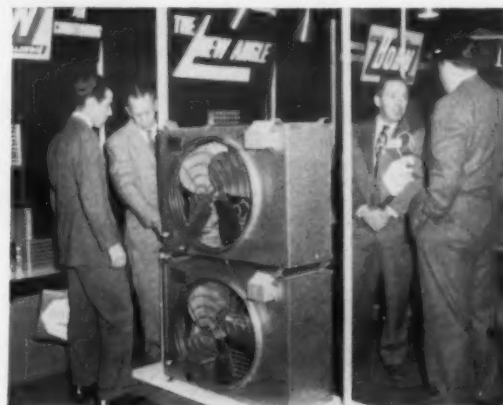
7250 E. Blauson Ave., L. A. 22, California
Formerly — Refrigeration Engineering, Inc.
Phone: RAymond 3-3281



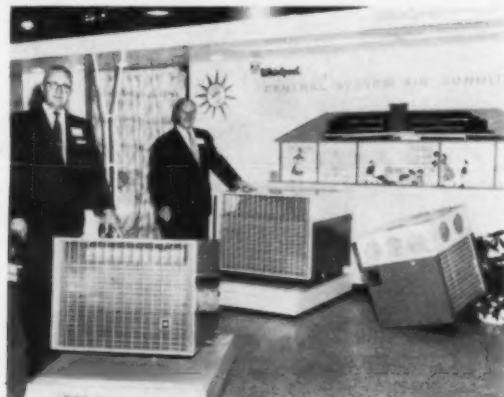
—KEY NO. G-3388—
TWO CONDITIONERS in one, is the claim made for the Coleman Co.'s "Polar Pak" waterless residential cooling system. It uses two compressors for two-stage cooling, dependent on conditions. A four-position selector switch provides choice of various stages of cooling, or ventilation.



—KEY NO. G-3389—
FLEXIBLE TUBING for duct connections in air conditioning systems were featured in the display of the Wiremold Co.



—KEY NO. G-3392—
FEATURING A "SENSITIZER," which cuts down part of the condenser capacity to provide proper operating head pressure under all kinds of outside conditions, is this Betz Div. of Bohn Aluminum Corp. model 36-ACS-1 air-cooled condenser.



—KEY NO. G-3393—
COMPONENTS FOR ITS central system air conditioners were shown by Whirlpool-Seager Corp. John Seippel and J. B. Ogden pose with the coil and condensing unit sections of the assembly.

John Peters Joins Saginaw Distributors

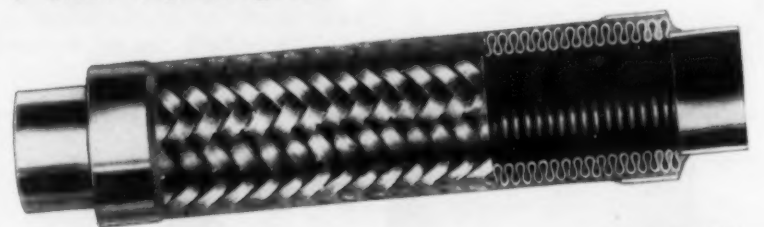
SAGINAW, Mich. — John Peters is now in the Commercial Div. at Saginaw Distributors, Inc., it was announced recently by W. R. Laut, division manager.

Formerly a partner in P & B Supply Co., of Alpena, Mich., and for some time associated with J. Geo. Fischer & Sons, of Saginaw, Peters will complete the commercial staff of Saginaw Distributors, handling the counter trade with the help of Larry Winters, the company further disclosed.

Saginaw Distributors is a York wholesale distributor, handling the full line of York air conditioning, refrigeration, and heating products, and is also a distributor for Marley cooling towers, Foster refrigeration equipment, Temprite and Electroair products, and related major equipment items. In addition, it is a wholesaler for Sporlan Valve, Anaconda Copper & Brass, Refrigerating Specialties, Imperial Brass, and other allied lines.

The appliance division of Saginaw Distributors is a franchised Philco-Bendix wholesaler for northeastern Michigan, it was noted.

For Compressor Piping that's NERVOUS in service ...



Install FLEXON VIBRA-SORBERS® for effective vibration control

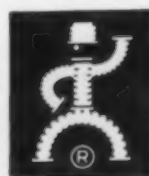
NOW AVAILABLE FROM FLEXONICS
Flex - O - Tube
synthetic Freon-resistant hose for refrigeration and air conditioning service. Write for information.

Flexon Vibra-Sorbers® are of all-metal construction with excellent resistance to corrosion and fatigue, remaining gas-tight under prolonged vibration.

Highest cleanliness standards are maintained throughout manufacturing—delivery is in airtight polyethylene bags.

Continuous research and quality control combine with manufacturing know-how to insure a product of higher value with lower costs to you in the long run.

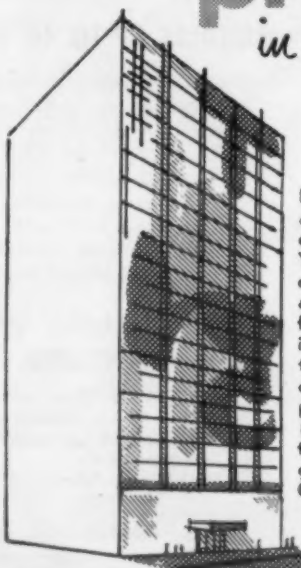
Genuine Flexon Vibra-Sorbers, made only by Flexonics Corporation, are U.L. listed in sizes 3/16" through 1 1/2" for both high and low side service. Ask for them by name. For full details write for Bulletin 139.



Flexonics Corporation
CHICAGO METAL HOSE DIVISION

1415 S. THIRD AVENUE, MAYWOOD, ILLINOIS
Manufacturers of flexible metal hose and conduit, expansion joints, metallic bellows and assemblies of these components.
In Canada: Flexonics Corporation of Canada, Ltd., Brampton, Ontario

preferred in CHICAGO by BUSINESSMEN, EXECUTIVES, FAMILIES



During certain convention periods, all available Chicago hotel rooms are frequently taken.

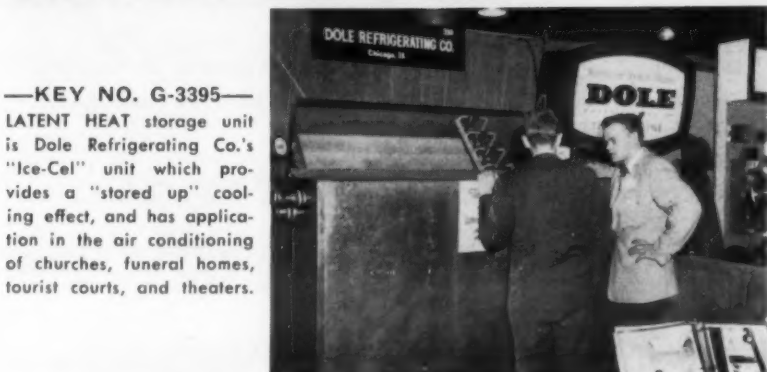
You can be assured of comfortable accommodations in the heart of the Loop, anytime, by writing for your FREE "Preferred Guest Card" from the Hotel Hamilton, today. The Hamilton—preferred by the family, and business executives for downtown convenience and courteous hospitality at sensible rates — guarantees (with advance notice) reservations anytime of the year to you, the preferred guest. Ask for your "Preferred Guest Card," today . . . at no obligation.

■ THE LITTLE SQUARE
Chicago's Newest restaurant and lounge

THE NEW
HAMILTON
HOTEL
"Preferred by guests in CHICAGO"
20 SOUTH DEARBORN



—KEY NO. G-3394—
"VANEAXIAL" BLOWER, for which is claimed reduced noise and weight, and which offers one basic housing for various fan performance ratings, was shown by Electric Boat Div., General Dynamics Corp. W. M. Stratton discusses the product with Parke Thompson, consulting engineers from St. Louis.



—KEY NO. G-3395—
LATENT HEAT storage unit is Dole Refrigerating Co.'s "Ice-Cel" unit which provides a "stored up" cooling effect, and has application in the air conditioning of churches, funeral homes, tourist courts, and theaters.



—KEY NO. G-3396—
THIRTY-TON packaged air conditioner was a new model in the line shown by Airtemp Div., Chrysler Corp. Marilyn Griffith and Peggy Hammer pose with the unit to give some idea of the size in which packaged commercial air conditioning equipment is now being made available.



—KEY NO. G-3397—
SELF-SEALING couplings for use on refrigerant lines in various types refrigeration cycles for air conditioning applications, were exhibited by Aeroquip Corp. Particular application here is in a front-end automobile air conditioning assembly being made by Harrison Radiator Div., General Motors Corp.



NEW
dacor
DISPOSABLE ACTIVATED CARBON ODOR REMOVER

DOES THINGS FOR ME!

M'lady would love anything that lightened housekeeping loads. That's what Dacor does!

Dacor filters, with amazing activated charcoal, clean and reclean the air stream . . . remove tobacco smoke and smell, smog and dust, odors of all types. Dacor actually keeps home air cleaner, fresher than ever before possible.

An added advantage, constant recirculation of inside air, made possible by Dacor, lowers heating costs.

Dacor traps odors and dust

Dacor removes tobacco smells

Dacor eliminates stuffiness

Dacor adds an easy-to-sell advantage to air conditioners. Now included in Amana and Philco.

Sell fast-action Dacor and help yourself to faster sales.

BARNEBEY-CHENEY
Company, Columbus 19, Ohio

Barnebey-Cheney Co. 318
Columbus 19, Ohio
Tell me more about Dacor!

My Name
Company
Address
City
State

Los Angeles Has Jobs As Sheet Metal Work Assistant Supervisors

LOS ANGELES—Job opportunities as assistant supervisors in sheet metal work with a recommended sales range of \$516 to \$641 a month have been announced by the City of Los Angeles.

Eight years' journeyman experience installing or maintaining air conditioning and sheet metal facilities, three years of which was as a working foreman, are required, it was pointed out.

Applications must be filed by mail or in person at Room 5, Los Angeles City Hall or at the information window in lobby, Van Nuys Branch City Hall, by 5 p.m., Thursday, April 5, it was added.

Johnson Joins F. C. Kramer As Chicago Sales Engineer

CHICAGO—Wesley H. Johnson, sales engineer formerly with Frigidaire Sales Co., is now associated with Fred C. Kramer Co. here, distributor and wholesaler of air conditioning, refrigeration, and heating equipment in the area.

Johnson will represent Kramer as a sales engineer in the Chicago metropolitan area, it was disclosed.

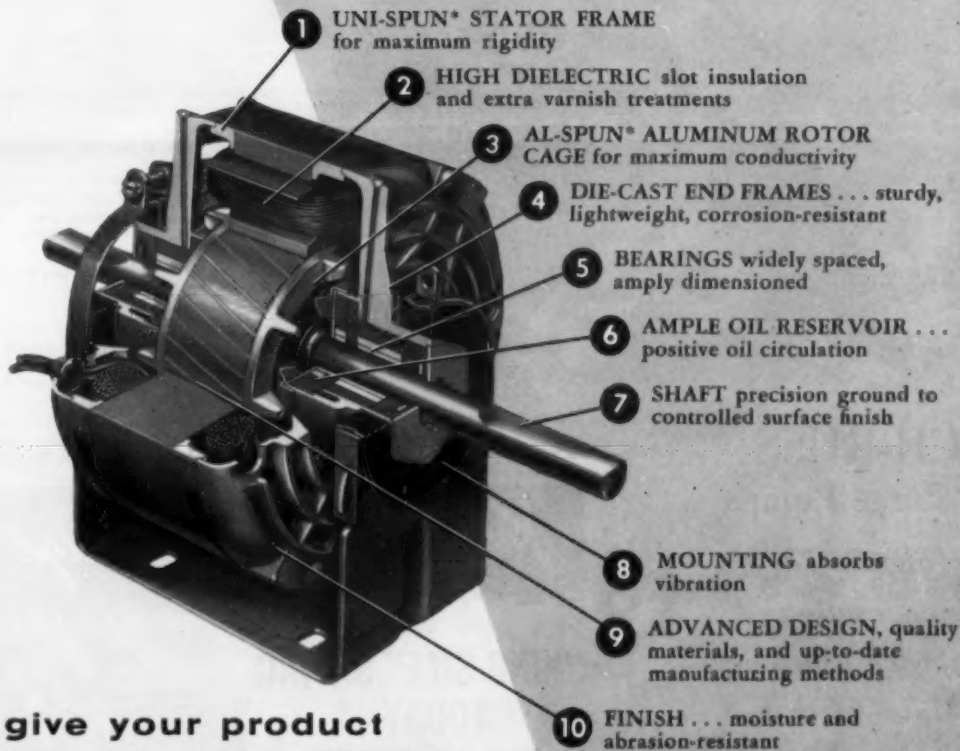
Harry G. Johnson, sales manager of Kramer, announced that the 1957 expansion program provides for the addition of one more sales engineer to the sales force within the next 60 days to cooperate with contractors in product planning. Several educational meetings are planned for service engineers and contractors within the next 90 days, he said.

MARSH Instruments

THE SERVICEMAN LINE of Testing Gauges, Testing Thermometers, Timers, etc.
PRESSURE GAUGES and Dial Thermometers for all services.
MARSH-ELECTRIMATIC, Water Regulating Valves, Solenoid Valves.
MARSH INSTRUMENT COMPANY
Sales Affiliate at Jas. P. Marsh Corporation
Dept. D., Skokie, Ill.

check these features of the

Super SHADED POLE MOTOR for air conditioning and air moving applications



... give your product these sales advantages

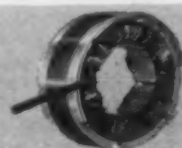
Sales-wise, these 10 super shaded pole motor features mean long life, quiet operation, high operating efficiency and lasting good appearance.

Our 41 years' experience in the household appliance motor field is available to help your company get the full benefit of these features. Our district engineers will be glad to call on you.

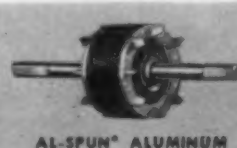
THE LAMB ELECTRIC COMPANY • KENT, OHIO
In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ontario



Exterior view. Attractive appearance is combined with good functional design.



UNI-SPUN* STATOR FRAME
Anchored laminations, ample back iron, strong pole tips mean core rigidity, better heat dissipation, quiet operation.



AL-SPUN* ALUMINUM ROTOR CAGE
Heat-treated for lowest rotor losses. Integral cooling fan and vented core. Dynamically balanced.

Lamb Electric

SPECIAL APPLICATION
FRACTIONAL HORSEPOWER
MOTORS

Program Set for RSES Western Educational Forum To Be In San Francisco April 5-7

SAN FRANCISCO—Preparations are being completed for the regional educational forum on refrigeration and air conditioning to be held April 5-7 at the Sheraton Palace hotel here under sponsorship of the California Association, Refrigeration Service Engineers Society, and the International RSES.

TO GIVE TALKS

Industry leaders who will address the west coast forum include George S. Jones, Jr., managing director of the Air-Conditioning & Refrigeration Institute, and Irving J. Fajans, president of the Air Conditioning & Refrigeration Wholesalers.

The forum program results from cooperation of the Inter-

national RSES and RSES chapters in the California, Arizona, Nevada region, the group explained.

The intensive three-day conference will bring together authorities in their respective fields who will present demonstrations and visual programs designed to provide industry members with the latest application data, service and installation procedures, and information on industry expansion.

VARIED PROGRAM ANNOUNCED

Program for the forum, fourth in a series conducted during the past year, lists a report on a survey of central residential air conditioning in the U. S. and talks on electric distribution problems, air problems in air conditioning systems, "What a Super Market Operator Expects of a Service Contractor," and automobile air conditioning.

Other presentations will cover servicing cooling towers and evaporative condensers, "Shootin' Service," oil burners and heaters, Refrigerant-22 and related problems, installation and servicing of remote condensers, and design and application of insulation in refrigeration and air conditioning.

'INFORMATION PLEASE' SESSION PLANNED

Also programmed are "Information Please" sessions each morning, a banquet and entertainment, an ARW movie on "How To Sell Quality," and a soldering contest sponsored by Mueller Brass Co.

Another forum feature will be a "gadget" contest. Cash awards of \$50, \$25, \$15, and \$10 will be made for service gadgets displayed. RSES members and non-members are invited to exhibit any tool or device they have

made or designed. Anyone registered and attending the forum can enter a gadget for any serviceman who may not be in attendance.

Mrs. Eugene W. Larsen is chairman of entertainment for the ladies.

Following is the forum program, as announced by Charles G. Bell, president of the California Association of RSES, and Fredric L. Pound, president of the host Golden Gate chapter:

FRIDAY, APRIL 5

8 a.m.—Registration.
9 a.m.—"Information Please." Board of experts will give authoritative answers to refrigeration and air conditioning problems.
10:30 a.m.—"Report of a Survey of Central Residential Air Conditioning in the United States," Samuel N. Seeley, western district manager, "Kinetic" Chemicals Div., E. I. du Pont de Nemours & Co., Inc.
1:15 p.m.—Welcoming addresses by Charles G. Bell, president, California Association of RSES; George S. Jones, Jr., managing director, ARI; and Irving J. Fajans, president, ARW.
2 p.m.—"Electric Distribution Problems," Ed. V. Lathrop, assistant manager, Commercial Dept., Pacific Gas & Electric Co.
3 p.m.—"Air Problems in Air Conditioning Systems," George Hase, sales manager, Mueller Climatrol Div., Worthington Corp. General discussion on air distribution, layout of ducts, location of grilles, regulation of dampers and controls, and how to correct troubles the service engineer may encounter.
4 p.m.—"What a Super Market Operator Expects of a Service Contractor," Abe S. Miller, secretary-treasurer, Littleman Stores, San Francisco.
7 p.m.—"Automobile Air Conditioning," Willis Stafford, wholesale sales representative, Detroit Controls. Talk and demonstration on all types of automobile air conditioning systems, their problems and servicing.

SATURDAY, APRIL 6

9 a.m.—"Information Please."
10 a.m.—"How To Service Cooling Towers and Evaporative Condensers," Robert H. Savage, Water Chemists, Inc., Los Angeles.
11 a.m.—"Shootin' Service," W. H. Krack, sales manager, Sporlan Valve Co.
1 p.m.—"Oil Burners and Oil Heaters," L. O. Grauer, research laboratory staff, American Radiator & Standard Sanitary Corp., Redwood City, Calif. Discussion and demonstration, using an oil burner on the platform, of the working of a gun-type burner, how it is made, and how it is adjusted and

Government Contracts

SYNOPSIS OF PROPOSED PROCUREMENT

NOTICE TO SMALL FIRMS

Headquarters, Oklahoma City Air Materiel Area, Tinker Air Force Base, Okla., Attn.: Procurement Division OCPLM
CONTRACTUAL REPAIR AND/OR OVERHAUL of Class 17A Compressors & Steam Cleaners, Class 19A Heaters & Portable Refrigeration Coolers & Class 34B Blowers & Pumps (including Federal Group Nos. & NL Nos.) as generated and called for on time and material basis est. 5,000 manhours contract period shall be from the date of government acceptance for approx. one year —Contract—IFB PLM-57-10Q/LP—Bid Opening 20 March 57.
Headquarters Air Materiel Command (MCPSCD-2), Wright-Patterson Air Force Base, Ohio, Kenmore 7111, Ext. 3-1396.
DEHUMIDIFIERS Photographic film drier electric removing capacity 7 lb. water per hour (Type FL-1) in accord with Mil Spec. MIL-D-4686 (USAF) and amend No. 1 dated 8 Oct. 56—Increment quantities 239 to 342—IFB 57-152B—Bid Opening 25 March 57.
Directorate of Procurement and Production, Kelly Air Force Base, Texas.
AIR CONDITIONING of Telephone Exchange Building 1650, Kelly AFB, Texas —Job—IFB-41-608-57-250—Bid Opening 4 April 57.

ARMY

Contracting Officer, U. S. Military Academy, West Point, N. Y.
ICE CUBE PRODUCING MACHINE—1 ea.—IFB MA-30-145-57-236B—Bid Opening 22 March 57.
Army Map SVC., Washington, D. C.
REPLACEMENT COOLING COILS FOR AIR CONDITIONING SYSTEMS nrs N3-4-5, W3, C3N4, C3S and E4, located at U. S. Army Map Svc. 6500 Brooks Lane, Washington 25, D. C.—Bid sets available thru 18 March 57—Job—IFB ENG 49-018-57-71—Bid Opening 22 March 57.

NAVY

General Stores Supply Office, 700 Robbins Ave., Philadelphia 11, Pa.
FILTER AIR CONDITIONING, Spec. MIL-F-16552B (Ships) Amend. 2 (QPL)—978 ea.—IFB 155-1778-57B—Bid Opening 1 April 57.

GENERAL SERVICES ADMINISTRATION

General Services Administration, Region 3, Business Service Center, 7th and D Sts., S.W., Washington 25, D. C.
The following items are procured under IFB R2D-84184-R—Bid Opening 3/25/57.
AIR CONDITIONING UNITS, window mounted, with air-cooled condensers, 208 volt, 60 cycle, 1 phase, a.c. Type I, Fed. Spec. OOA-372 and Amend. 1, capacity 7,500 B.t.u./hr., 300 ea.—CAPACITY 10,000 B.t.u./hr., 50 ea.

repaired.

2 p.m.—"Refrigerant-22 and Related Problems," John Bopp, manager, refrigeration sales, Development Dept., New Products Div., Ansul Chemical Co.
3 p.m.—"Installation and Servicing of Remote Condensers," by Dan D. Wile, executive vice president and chief engineer, Recold Corp., Los Angeles.
4 p.m.—"Design and Application of Insulation in Refrigeration and Air Conditioning," Charles Q. Livingston, technical sales service, Insulation Div., Armstrong Cork Co. Use of various types of insulating material, inside and outside ducts, and piping, for insulation effect and noises, including insulation for low temperature applications.
6:30 p.m.—Cocktail hour.
7:30 p.m.—Banquet and entertainment.

SUNDAY, APRIL 7

10:30 a.m.—"Information Please."
1 p.m.—"How To Sell Quality," a motion picture from Air Conditioning & Refrigeration Wholesalers showing in a humorous manner how to, and how not to, attempt selling.
1:30 p.m.—Soldering contest sponsored by Mueller Brass Co.

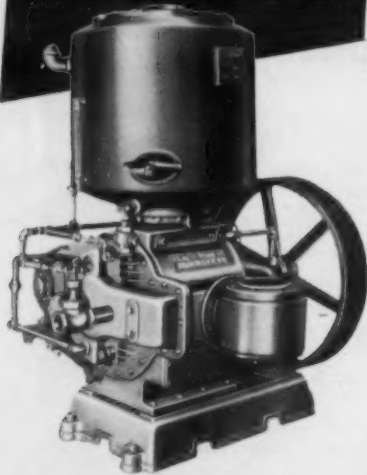
Heald Supply Operating From Rented Warehouse Following Fire

BILLINGS, Mont. — Heald Supply Co.'s fire-swept warehouse can be repaired and operating again within two to four months, according to one of the principals.

The local RCA and RCA-Whirlpool distributor is now operating from a warehouse rented recently after fire caused damage estimated at more than \$300,000.

Most of the fire damage was to the shipping department of the warehouse and it was estimated that 95 to 98% of the products were destroyed.

THE ANSWER TO YOUR WATER PROBLEM



BEACH-RUSS Vapor Purge Pumps

Stop Internal Vapor Condensation
... Improve Efficiency on Moist Circuits

Beach-Russ "Vapor Purge" pumps are designed to give highest efficiencies on moist circuits. Condensate gases are controlled so that it is impossible for the vapors to condense in the pump itself and impair its efficiency.

Beach-Russ "Vapor Purge" pumps are available in a range of capacities from 20 to 1800 C.F.M. Our sales engineers will be glad to assist you in selecting the pump to meet your specific vacuum needs.

Write for "Vapor Purge" Pump Literature.

BEACH-RUSS COMPANY
50 Church St. - New York 7, N. Y.
Address Department 52

Years Ahead in Design

WITH
"KING SIZE" SAVING TODAY ...
THE LA CROSSE

SENIOR KUBE KING

#864 Sr.

Top La Crosse quality in design, economical operation and big Kube capacity! SAVE ... from purchase price through years and years of convenient service with the Senior Kube King.

- Approx. 3200 crystal clean Kubes (no holes) per 24 hours. • 110 lbs. storage
- 6 qts. water per freezing cycle • Automatic production start and stop • No pumps • No float valves • Compact—less than 6 sq. ft. of floor space—fits under bar.

#863 Jr.

WRITE TODAY

LA CROSSE COOLER COMPANY
3000 LOSEY BOULEVARD SOUTH, LA CROSSE, WISCONSIN

WALK-IN COOLERS BEVERAGE COOLERS DIRECT DRAWS CUBE MAKERS DRAWBOARDS

EXPORT OFFICE: 80 BROAD ST., NEW YORK, CABLE: EXIMPORT

More display in the same floor space!



Every inch of display space added to a food store means more profit. Warren's handsomely styled new MASTER MERCHANDISERS with Merchandising Canopies add display space without increasing floor space by even one inch. Not only is there maximum-cube frozen-food display, with seven packs front to back, but there are full-volume grocery shelves, too. Both shelves of Warren's Merchandising Canopy are adjustable to three positions, with a third shelf formed by the case top itself. These canopies are used with Warren's Master Merchandisers for meat and produce as well as the MULTI-CASE for frozen foods illustrated here.

For more detailed information about all styles of Warren Master Merchandisers, write, wire, or call ...

Warren Refrigerators

P.O. BOX 1436, ATLANTA 1, GA.
EXPORT DIV.: 354 S. SPRING ST.
LOS ANGELES, CAL.





BUYING OR SELLING . . .

**No matter which side of the desk you're on,
you need the NEWS**

The very reasons you read the NEWS . . . for information and to keep abreast of this fast-moving industry . . . make it your most important advertising medium! Your customers and prospects alike turn to the NEWS every week—just as you do—to learn the latest from the editorial columns and the advertising pages.

That's why the NEWS has been the foremost publication in the air conditioning and refrigeration industry for over a quarter of a century.

Now, with its new streamlined look, the NEWS brings you more advertising action than ever before. Top reader interest, stepped up editorial coverage—more services for advertisers—improved visibility for advertisements and editorial columns help you *sell* in this new, better and easier-to-read format.

Put yourself on the other side of the desk. Think of the reading habits of your customers and prospects, and you'll do your first advertising job where the first job is being done in AIR CONDITIONING & REFRIGERATION NEWS.

**AIR CONDITIONING
& REFRIGERATION**

The Newspaper of the Industry

NEWS

The Newspaper That Carries More Advertising By Far Than Any Other Publication In The Field.

450 West Fort Street, Detroit 26, Michigan
NEW YORK, 521 Fifth Ave., MUrray Hill 2-1928-9, Robert M. Price.
CHICAGO, 134 S. LaSalle St., FRanklin 2-8093, Allen Schildhammer.
DETROIT, 450 West Fort St., WOodward 2-0924, J. B. Sullivan.
LOS ANGELES, 4710 Crenshaw Blvd., AXminster 2-9501, Justin Hannon.



Philadelphia Electric Statement--

(Concluded from Page 1)

EEI-NEMA Committee on Air Conditioning and Refrigeration Equipment.

The statement says that the company will "continue to waive, for the present, the locked rotor limitations on single phase, 230-volt air conditioning installations as outlined in its Electric Service Requirements" but "in the meantime data obtained from ARI indicates that some reasonable relationship exists between locked rotor currents and compressor running currents under ASRE test conditions.

"On this basis, in order to establish reasonable limits for the design of service facilities to our customers comparable to that normally supplied on a customer class basis the following motor characteristics will be used for the evaluation of service facilities requested:

Motor Characteristics For Evaluation

(Expressed in terms of a relationship of compressor running current under ASRE test conditions, and maximum permissible locked rotor current.)

Compressor Current	Locked Rotor Current
12 amp or less	60 amp.
12.1 to 18 amp.	80 amp.
18.1 to 30 amp.	100 amp.

The "maximum permissible locked rotor current" stated in the tabulation is the sum of the locked rotor current of the compressor motor and the locked rotor currents of any auxiliary motors that may be started approximately simultaneously (within one second) with it.

The locked rotor current, says the statement, is based on equipment designed, installed, and adjusted so that frequency of compressor starts will not exceed four per hour, with long periods of continuous operation under hot weather conditions.

Industry design and application engineers feel that this new statement of policy is relatively liberal, with the 100 amperes

maximum permissible locked rotor current on single phase installations (some utilities have a 75-amperes limitation).

However, it is felt that it will still eliminate most single phase 5-hp. compressor applications, unless extensive auxiliary starting equipment is added.

The requirement calling for no more than four compressor starts per hour "may be desirable from the utility standpoint, but I don't see how this can be guaranteed on every job, or how the utility intends to enforce it," one engineer commented.

The provision in the statement of policy says that equipment which fails to conform might be altered to come within the requirement by use of auxiliary devices, is believed to refer to the use of current limiters which serve to permit incremental starting of compressor, and bring about a reduced locked rotor current.

Principal objections to such auxiliary starting devices are high costs, and the complication of installation procedures.

"However, it has not been possible to obtain from the air conditioning industry sufficient authoritative data on the electrical characteristics and operating cycles of equipment that is currently being manufactured. Steps are being taken in this regard, but progress is slow."

Thinks Publicity Will Be Beneficial

Anderson told the NEWS that he thought that any publicity given to the utility's statement of policy would be beneficial both to the air conditioning industry and the electrical utility industry, and he said further:

"We recognize as you do, that residential air conditioning will continue to increase in popularity and acceptance. It is this fact that makes it necessary for utilities such as ours to develop some set of rules with respect to locked rotor currents and frequency of starting.

"It has been the history of

the development of air conditioning equipment that unless utilities do take cognizance of the motor starting situation, locked rotor currents and their control are not given the necessary consideration. In spite of the future wide acceptance of air conditioning equipment, there will continue to be many of our customers who do not enjoy its benefits, but whose services are materially affected by their neighbors who do have such equipment. Sensible rules are therefore needed for the protection of all.

'Will Not Impede Orderly Development'

"Such rules will not impede the orderly development of the air conditioning market, as some have stated, but on the contrary, will do much to guide its rapid development and minimize the servicing difficulties that would otherwise be experienced during the life of the equipment.

"As chairman of the EEI Group of the Joint ARI-EEI-NEMA committee, I want to stress the importance of developing a revised set of motor starting current rules, applicable throughout the country. The utilities are ready and must soon take some action in this regard.

Following is the text of the Philadelphia Electric Co. statement of policy with regard to single phase, 230-volt air conditioning installations:

Text of Statement

"After careful review of data made available by the manufacturers of air conditioning equipment with regard to running and locked rotor current characteristics of compressor motors, Philadelphia Electric Co. will continue to waive, for the present, the locked rotor limitations on single phase, 230 volt motor installations as outlined in its Electric Service Requirements as modified by our letter of May 1, 1956.

"Such waiver will be for an interim period during which it is hoped that sufficient factual data may be developed, and study given to this problem on a national basis, so that a position may later be taken which will avoid hardship to both the manufacturers of air conditioning equipment and the electric utilities.

"In the meantime data obtained from ARI indicates that some reasonable relationship exists between locked rotor currents and compressor running currents under ASRE test conditions. On this basis in order to establish reasonable limits for the design of service facilities to our customers comparable to that normally supplied on a customer class basis the following motor characteristics will be used for the evaluation of service facilities requested:

Compressor Running Current ASRE Test Conditions	Maximum Permissible Locked Rotor Current
12 Amps. or less	60 Amps.
12.1 to 18 Amps.	80 Amps.
18.1 to 30 Amps.	100 Amps.

NOTES

1. The "maximum permissible locked rotor current" stated in the tabulation is the sum of the locked rotor current

of the compressor motor and the locked rotor currents of any auxiliary motors that may be started approximately simultaneously (i.e., within one second) with it.

2. The "maximum permissible locked rotor current" stated in the tabulation is based on equipment designed, installed, and adjusted so that frequency of compressor starts will not exceed four per hour, with long periods of continuous operation under hot weather conditions.

3. Equipment having locked rotor currents in excess of the tabulated values and/or not otherwise meeting the requirements indicated in Notes 1 and 2, will be considered for exception and possible acceptance on the basis of the capacity of the company's distribution system at the location at which the installation is to be made.

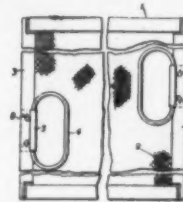
4. At its option, the company may send a letter to the customer advising him that in event his installation requires in service characteristics objectionable to him and/or his neighbors, it will be necessary that he modify his installation and/or equip it with controlling devices, at his expense.

5. Single phase, 230 volt installations are limited to equipment having compressor motor running currents under ASRE conditions of a nominal 30 amperes or less.

PATENTS

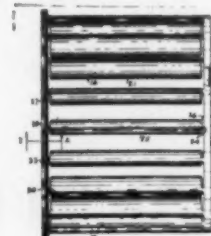
Week of Nov. 20 (Continued)

2,771,154. FILTER FRAME HANDLE CONSTRUCTION. Don J. Gonzalez, Louisville, Ky., assignor to American Air Filter Co., Inc., Louisville, Ky., a corporation of Delaware. Application Sept. 12, 1952, Serial No. 309,342. 6 Claims. (Cl. 183-49.)



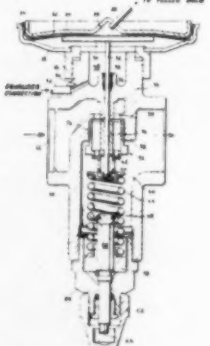
1. A handle retaining structure for an open-faced filter frame having perimetric walls and face flanges to retain a filter medium, at least one face flange extending from a perimetric wall laterally over the adjacent margin of the adjacent face of the frame and terminating in a free edge, comprising: a plate having an apertured flat portion extending in face-to-face engagement with the inner face of said one face flange and a handle carrying portion projecting laterally therefrom beyond the free edge of said one face flange; and a tab in said face flange turned inwardly into the aperture of said plate, an edge of said intumed tab providing a cam engaging an edge of said aperture and, through such engagement, urging said plate laterally along the underside of said face flange in the direction of the adjacent perimetric wall.

2,771,241. BLOWER WHEEL. Lowell Eugene Sprouse, Columbus, Ind., assignor to Vernco Corp., Columbus, Ind., a corporation of Indiana. Application Nov. 25, 1953, Serial No. 394,371. 4 Claims. (Cl. 230-134.)



1. A blower wheel comprising a circular base plate; a plurality of blades extending normally and circumferentially of said plate; the outer end portion of each of said blades having a laterally entering notch traversing the blade to define an outer end portion extending across the blade approximately half the width of the portion leaving a neck; a finger extending laterally from each of said outer ends intermediate said notch and the outer end edge of the blade and lapping over the next adjacent blade outer end portion; said outer end portion of one blade encircling and compressibly gripping therewithin the finger of the next adjacent blade.

2,771,248. HIGH CAPACITY THERMOSTATIC EXPANSION VALVE. Edward S. Ehke, Milwaukee, Wis., assignor, by mesne assignments, to Controls Co. of America, Schiller Park, Ill., a corporation of Delaware. Application Jan. 19, 1955, Serial No. 482,765. 7 Claims. (Cl. 236-92.)



1. A thermostatic expansion valve of large capacity in which the head pressure has little effect on the operating characteristics of the valve comprising, a valve body having an inlet and an outlet and a partition wall therebetween, an annular port in said partition wall, coplanar annular valve seats inside and outside the annular port on the outlet side of the port, a push pin passing centrally of the annular port through said partition, means including a diaphragm defining a variable volume chamber, means connecting said chamber to a feeler bulb subjected to temperature variations, a flat annular valve assembly on the outlet side of the port and adapted to seat on said annular surfaces, said push pin being operatively connected to said diaphragm and to said valve assembly, spring means acting on the valve assembly towards the annular seats, and means allowing communication between the center of the valve assembly and the outlet so that flow through the port when the valve is open can flow to the outlet either externally or internally of the valve assembly.

Week of Nov. 27

2,771,748. AIR CONDITIONING SYSTEMS FOR AUTOMATICALLY HEATING AND COOLING AN ENCLOSED AIR SPACE. John R. Prosek and John S. Palmer, Evansville, Ind., assignors, by mesne assignments, to Whirlpool-Seager Corp., a corporation of Delaware. Application May 6, 1954, Serial No. 428,002. 8 Claims. (Cl. 62-4.)

1. In an air conditioning system for conditioning the air in an enclosed space and having a reversing valve operable to reverse the functions of the heat exchangers thereof, a solenoid mounted in cooperation with said reversing valve and operating responsive to the energization thereof for operating said reversing valve, a power

(Continued on next page)

AUTO-LITE

...TEMPERATURE INDICATION



Original equipment manufacturers may choose from a complete line of Auto-Lite dial thermometer types, in ranges to meet the requirements of specific applications.

Send for our latest catalog describing the many Auto-Lite thermometer styles and types.

THE ELECTRIC AUTO-LITE COMPANY
Instrument and Gauge Division
Toledo 1, Ohio
New York • Chicago • Sarnia, Ontario



TEMPERATURE INDICATORS & RECORDERS

Order Your Extra Copies Now of this March 18th Air Conditioning "Show Case" Issue

The supply is limited . . . the advance demand for copies the greatest in our history. Guarantee that each member of your firm will have his "Show Case" issue to consult daily. Order NOW.

1 - 9 copies (\$1 each) 10 - 49 copies (\$.75) 50 or more (\$.50)

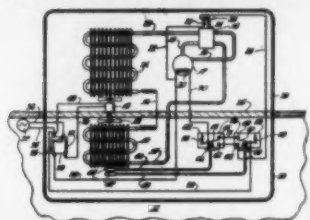
AIR CONDITIONING & REFRIGERATION NEWS

450 WEST FORT ST. • DETROIT 26, MICH.

PATENTS

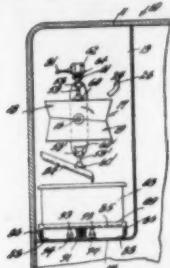
(Continued from preceding page)

source, a cooling thermostat, a heating thermostat, each of said thermostats being formed to be adjustable over certain temperature ranges, means for simultaneously adjusting each of said



thermostats by the same amount over spaced apart cooperating ranges, circuit means connected in said air conditioning system to said solenoid, said power source and associated with said thermostats for causing the energization of said solenoid and the operation of said air conditioning system responsive to the operation of said heating thermostat at certain temperatures and for causing the operation of said air conditioning system responsive to the operation of said cooling thermostat at certain other temperatures.

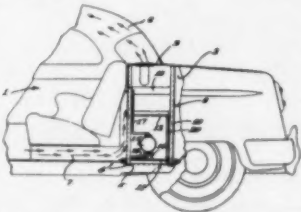
2,771,749. ICE MAKING APPARATUS. Albert R. Miller, Miami Beach, Fla., assignor to one-half to Fay G. Johnson, Jacksonville, Fla. Application July 7, 1953, Serial No. 366,603. 5 Claims. (Cl. 62-7.)



1. A device for producing automatically successive units of frozen liquid, comprising a supply of liquid, a compartment, having front, back, side, top and bottom walls, which is subject to below freezing temperature, a generally horizontal shaft mounted for turning in one of said compartment walls, a pair of freezing containers formed of heat-conductive material and having a common bottom disposed therebetween, said freezing containers being mounted on said shaft with said shaft extending longitudinally through substantially the midpoint of said common bottom, each said container being formed with a greater volumetric capacity on one diametric side of said shaft than on the other, whereby the contents of said container will be acted upon by gravity to pivot the container about the axis of said shaft, means for holding said containers against pivotal movement, means for transferring a charge of liquid from said supply to the uppermost of said containers whereby said charge is frozen to a solid state within the container, means for withdrawing said holding means whereby said containers are gravitationally pivoted to bring the empty con-

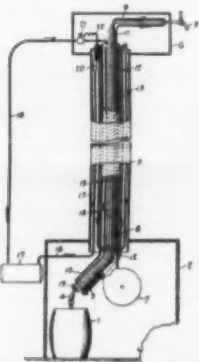
tainer to the uppermost position, means for transferring a charge of liquid to the empty container whereby the heat from the new charge is transferred through the walls of containers to incidentally melt the container contracting portion of said charge and loosen it for discharge from said first container.

2,771,750. PACKAGE AIR CONDITIONING UNIT FOR AUTOMOTIVE VEHICLE. Oscar Oldberg, Huntington Woods, Mich., assignor to Houdaille Industries, Inc., Detroit, Mich., a corporation of Michigan. Application April 12, 1954, Serial No. 422,308. 2 Claims. (Cl. 62-117.)



1. In a vehicle having a package shelf and a luggage compartment, a complete air conditioning unit mounted in the luggage compartment beneath said shelf comprising a frame structure housing air circulating means communicating with the interior of the vehicle through said package shelf, evaporator means horizontally disposed beneath said air circulating means, a condensate catching pan in underlying spaced relationship therewith for collecting the condensate drippings from the evaporator, passage means intercommunicating the interior of said vehicle with said evaporator means above the condensate pan for providing air circulation, a condenser defining the closed bottom of the structure and having upstanding side walls forming a pan, the underside being exposed to the ambient air, means for guiding the condensate from said pan to the condenser pan to enhance the efficiency of said condenser, and a compressor between said pan and condenser.

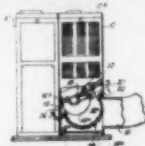
2,771,752. BEER COOLING APPARATUS. Edward E. Tennant, Milwaukee, Wis., assignor to Jos. Schlitz Brewing Co., Milwaukee, Wis., a corporation of Wisconsin. Application Oct. 18, 1954, Serial No. 462,856. 3 Claims. (Cl. 62-141.)



1. In a beverage cooling system having a tap secured to a closed tap box and connected to a source of beverage in a refrigeration room remote from the tap by a beverage dispensing line extending through a shaft connecting the box and room, the combination which comprises refrigerating coils

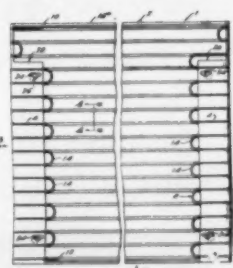
having a coolant therein and disposed to extend within said shaft from said room to the dispensing box and on either side of the beverage line, means to actuate the coolant to maintain the beverage in the line in a constant cooled condition, a passage in said shaft through which the beverage line extends, a second passage in the shaft separate from said first-named passage, and blower means provided adjacent the shaft to circulate refrigerated air through said passages in opposite directions and thereby in cooperation with the refrigerating coils effect cooling of the beverage flowing in the beverage line.

2,771,963. AIR CONDITIONING UNIT AND AIR FILTER THEREFOR. Robert Warren Eichorn, Marshalltown, Iowa, assignor to Lennox Industries, Inc. Application Dec. 24, 1953, Serial No. 400,228. 2 Claims. (Cl. 183-49.)



1. An air conditioning unit comprising in combination: a housing defining a vertically extending tube; means to impel air vertically through the tube to condition the same; an air filter of generally semi-cylindrical conformation disposed within the tube and oriented to receive air flow on its convex side and having marginal portions in the form of downturned hooks; and rails on the housing having tongue portions received in the marginal portions of the filter, the rails further having imperforate hood portions extending over the ends of filter and partially along the concave face thereof to form a seal.

2,772,077. TUBE ENVELOPING PLATE CONDENSER HAVING ROLLED ENDS, AND METHOD OF ITS CONSTRUCTION. Thomas H. Polad, Dowagiac, Mich., assignor to Rudy Mfg. Co., Dowagiac, Mich., a corporation of Michigan. Application March 15, 1951, Serial No. 215,822. 3 Claims. (Cl. 257-256.)



1. In a plate-type heat exchanger, a sheet metal member formed to provide a substantially main planar portion, and rebent curved side members extending laterally from the plane of said main portion and into a plane spaced from the plane of said main portion, said portions in said spaced plane being provided with means for securing such exchanger to a vertical surface, said sheet metal member being deformed to provide spaced substantially parallel channels extending laterally completely across said sheet metal member inwardly from the outer surface thereof to provide flat webs therebetween, an endless conduit having spaced portions positioned within said channels and U-shaped portions connecting said spaced portions and positioned in spaced relation to said sheet metal member in said spaced plane, the interior walls of said channels engaging the walls of said spaced conduit portions and being formed therearound to present a smooth outer surface to said exchanger.

3. The method of making a tube and plate heat exchanger from a length of conduit and a section of substantially flat sheet metal which comprises the steps of: forming space trough means in said sheet metal section extending completely across one dimension thereof while maintaining flat webs disposed between the trough means and keeping said webs in a common plane, forming said conduit to have straight portions joined by end loop portion, placing the straight portions of said formed conduit in said trough means with the end loop portions extending therebeyond, of supporting the walls of said trough means against movement outwardly away from each other, confining the webs at the ends of said walls

against movement out of said plane, and applying a force to said troughs to move the bottom of the trough means toward the plane of said webs and thereby collapse the walls of the trough means inwardly to cause the inner portions thereof to wrap around the periphery of the straight portion of the conduit, and limiting the movement of the outer portions of said trough walls to said plane to thereby provide a substantially continuous flat surface to one side of said exchanger.

Westinghouse To Make Products for Ward

PITTSBURGH—Westinghouse Electric Corp. and Montgomery Ward & Co. announced that they have entered into an agreement whereby Westinghouse will manufacture a new line of automatic washers and clothes dryers, as well as a radio receiver and television receiver for the Montgomery Ward line.

The firms said the products will be manufactured according to design and performance specifications set by Montgomery Ward. Ward executives likewise will establish their own styling and functional characteristics.

First units to be made under the contract will be for the current Montgomery Ward TV-radio line and for the 1958 Montgomery Ward laundry equipment line.

Serval Re-Elects All Directors, Adds One

DOVER, Del.—All of the directors of Serval, Inc. were re-elected at the annual stockholders' meeting here, and John W. Hall, executive vice president and general manager, was elected as the tenth member of the board, the company announced.

The re-elected directors are Louis Ruthenburg, chairman; Duncan C. Menzies, president; William V. Griffin, J. Patrick Lannan, Hunter S. Marston, H. Irving Pratt, W. F. Rockwell, Jr., A. Lightfoot Walker, and Robert E. Walker, it was disclosed.

SEE IT AT YOUR WHOLESALER
FROM COAST TO COAST
NEWEST KESCO AUTOMATIC
20 FOOT LIFT
CONDENSATE PUMP
MAKES GRAVITY DRAINS UNNECESSARY
MONEY BACK GUARANTEE
KESCO
PRODUCTS CORP.
Est. 1944
Springfield Gardens 13
New York

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

RATES for all other classifications \$10.00 per insertion. Limit 50 words. 20¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other address by actual word count. Please send payment with order.

POSITIONS WANTED

SERVICE MANAGER—Field service engineer; 20 years' experience in refrigeration and air conditioning. 7 years' supervision, 8 years as contractor. Prefer Detroit area. Detroit class B license. BOX A5759, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

OPPORTUNITY FOR manufacturer's representative: To increase your earnings, sell a full line of freezers, beverage coolers, display cases, dual temperature reach-ins and walk-ins. We manufacture a quality line to meet competition. Territories now available, write **HOWARD REFRIGERATOR CO., INC.**, 4475 Worth Street, Philadelphia 24, Pa.

MANUFACTURER'S REPRESENTATIVE, with commercial refrigeration or shelving sales experience, wanted to sell fast growing line of no-bolt adjustable steel shelving; a quality product packed full of features. Very competitively priced. **LOZIER-LINE MFG. CO.**, 4402 Florence Blvd., Omaha 10, Nebraska.

MANUFACTURER'S REPRESENTATIVE now calling on refrigeration men, to sell complete line of top quality commercial refrigeration for grocery, bakery, restaurant, institutions. Protected territory in Michigan, Indiana, New England. **THE C. SCHMIDT COMPANY**, 1712 John Street, Cincinnati 14, Ohio.

AIR CONDITIONING field engineers—Leading manufacturer of commercial and industrial air conditioning equipment. Degree required. Extensive travel. BOX A5758, Air Conditioning & Refrigeration News.

CHICAGO METROPOLITAN area. Wholesale distributor of air conditioning and refrigeration equipment and supplies has openings in going territories for sales engineers with previous selling or contracting experience. Major lines, Brunner (exclusive), Kramer Trenton, Halstead and Mitchell. Commission sales, good guarantee first year. Replies kept confidential. Contact **H. F. Krantz, Sales Mgr.**, 2611 Lake Street, Melrose Park, Illinois, **SERVICE PARTS COMPANY**.

DISTRICT SALES manager wanted: Automatic heating and air conditioning manufacturer has immediate opening in Eastern Pennsylvania territory for dis-

tribut manager. Excellent opportunity for qualified salesman. Home territory of manufacturer. Product backed by complete sales program. Send picture, full resume, and reference. Salary, commission and expenses. BOX A5760, Air Conditioning & Refrigeration News.

CARRIER CORPORATION—Regional specialist to sell central station air conditioning equipment to distributors in Southeast ten-state area, headquarters in Atlanta. Require at least five years' experience and engineering degree or equivalent. Age limit 40. BOX A5761, Air Conditioning & Refrigeration News.

EQUIPMENT WANTED

WANTED USED refrigerators in working condition—Large lots of same model from apartments or projects, anywhere in U. S. No assorted trade-ins. **BEACH REFRIGERATOR CO.**, 196-11 Northern Blvd., Flushing 58, New York. Phone Flushing 7-6161.

WANTED: MANUFACTURERS surplus, outdated or obsolete refrigeration items—expansion & water & shutoff valves, controls, relays, dehydrators, units, tubing fittings, etc. All sales on a cash close-out basis, large or small quantity. Write or call: **COMMERCIAL CONTROLS CO.**, 267 East 3rd Street, New York 9, N. Y. ORegon 3-7210.

EQUIPMENT FOR SALE

ARCTICAIRE air conditioning equipment 2, 3 and 5 ton packaged water chillers, air or water cooled. Direct expansion air conditioning systems 2, 3 and 5 ton, air or water cooled, self contained and remote types. Write for literature and prices. **ARCO, MANUFACTURERS AGENTS, INC.**, Merchandise Mart Bldg., 2201 Grand Avenue, Kansas City, Missouri.

NEW BRASS fittings: Quantity of miscellaneous Mueller flare and Streamline brass fittings in 1/4, 1/2 and 3/4" refrigeration tube size. Closing out our stock of these and other refrigeration items at below present day factory cost. Write for list. **SARGENT-ROUNDY CORPORATION**, Randolph, Vermont.

NAME PLATES and numbered valve tags—Now available your free 1957 catalog showing most complete line of identification plates and tags for air conditioning and refrigeration use. Easy to affix. Low cost. Engineer and code approved. Free samples. Write **SETON NAMEPLATE COMPANY**, Dept. AC37, 431 West Rock Avenue, New Haven 15, Conn.

MISCELLANEOUS

ATTENTION SERVICEMEN: Send for free circulars and bulletins on refrigeration parts and equipment. Real money saving values: **WALTER W. STARR**, 2835 Lincoln Avenue, Chicago 13, Illinois.

COMPOUNDED AND EXTRUDED to your specifications

Gaega Industries' complete service from design and compounding to special color and fabrication, assures accuracy with satisfying service... and the cost is surprisingly low.

Special fabrication...
extrusions punched or notched for assembly... 90° and 180° splices for preformed seals.

Request illustrated catalog for details.



GAEUGA INDUSTRIES
MIDDLEFIELD, OHIO

SALES REPRESENTATIVE WASHINGTON, D. C.

If you have experience selling air conditioning and refrigeration units investigate this opportunity. One of the top AC&R companies wants man capable of establishing and servicing dealerships in Washington area. Must have thorough knowledge of design, layout, estimating, and installation of REMOTE air conditioning and refrigeration equipment up to 150 hp. Salary plus incentives, with above average benefits backed up with a nationwide advertising program. This is a career opportunity with an expanding organization.

For complete information, send resume to **R. C. Hughes, Director of Training**, Worthington Corporation, Harrison, N. J.

Hospital Cooling -- Dupont Drops 'Kinetic' Name, Retitles Div. 'Freon' Products

(Concluded from Page 1, Col. 3) of anesthesiology departments at St. Francis General, Children's, Magee, and Presbyterian hospitals.

He said hospitals need air conditioning because it:

1. Speeds recovery of patients;
2. Increases efficiency of hospital personnel;
3. Reduces risk of an anesthetic explosion to the lowest possible level.

In an article in the journal, *Anesthesia and Analgesia*, Dr. Thomas reported that many hospitals now have their operating and delivery rooms air conditioned.

However, he added all hospital rooms should be air conditioned because "this makes patients more comfortable and actually helps them get better faster."

"Freedom from oppressive heat and humidity conserves energy, lessens fatigue, and permits hospital personnel to perform their duties under the most favorable conditions," he commented.

In cold weather, he continued, the air conditioning system "can be rigged up to provide heat"—so patients can enjoy "a perfect climate at all times."

Dr. Thomas cautioned, however, that hospitals need three different air conditioning units to meet variable needs.

One unit must take care of patient rooms, administrative departments, laboratories, and storage rooms.

A second, geared to supply a different level of humidity, is needed for operating, delivery, and recovery rooms.

A third unit is necessary for nurseries, he said.

Estimating that the average cost of air conditioning a hospital is about \$75 per room a year, Dr. Thomas stated that this includes depreciation.

Texas Drive-In Theaters Explore Ways of Piping Conditioning to Cars

DALLAS—The Texas Drive-In Theater Owners' Association has a committee working on methods of piping air conditioning to cars, according to Eddie Joseph, of Austin, association president.

At a recent meeting in Dallas, the problem of beating the Texas heat was discussed, but left unsolved.

A drive-in in Indianapolis is the only one in the nation so far to try air conditioning, Joseph said. However, opinion was expressed that the system is too expensive for mass use.

Opens Westinghouse Outlet

JACKSONVILLE, Fla.—With Stephen A. Freel, Sr. as manager, the Big Appliance Center has opened at 3120 Beach Blvd., offering Westinghouse household appliances and television sets. A kitchen modernization department will be featured.

Church To Be Cooled

FAYETTEVILLE, Ark.—Central Methodist church here has advertised for bids for installing 75 tons of additional air conditioning to be added to the capacity of an existing system.

WILMINGTON, Del.—A new and more accurately descriptive name—"Freon" Products Div.—will be used after April 1 to identify the division of du Pont's Organic Chemicals Dept. concerned with manufacture and sale of fluorinated hydrocarbon refrigerants, aerosol propellants, solvents, and fire extinguishing agents.

The change drops the du Pont designation of "Kinetic" Chemicals Div., under which the "Freon" compounds have been made and sold since mid-1950, when du Pont acquired all the assets of the 20-year-old firm, "Kinetic" Chemicals, Inc.

Du Pont officials pointed out that while the name "Kinetic" was well known to older members of the refrigeration industry it holds little meaning for

newer people in that business as well as in the 10-year-old aerosol industry, because it had never been used as a trade-mark.

On the other hand, the trade-mark "Freon" has been applied to all du Pont's fluorinated hydrocarbon compounds since their introduction more than a quarter of a century ago, and has come to be identified intimately with them.

From an initial laboratory-scale plant at Deepwater Point, N. J., du Pont's facilities for producing "Freon" fluorinated hydrocarbons have grown there to an 18-acre plant that turns out tons each day.

Other plants of du Pont's "Freon" Products Div. are located at East Chicago, Ind., Louisville, Ky., and Antioch, Calif.

Western Show --

(Concluded from Page 1, Col. 5)

such as architects, engineers, hotels and motels, have indicated that they will be attending in considerable number. The attendance of industry representatives is expected to be drawn from all points west of the Mississippi.

On the final two days, (May 7 and 8) the general home-owning public will be invited to attend the Exhibit, to see the latest developments in the field of air conditioning.

On May 4, 5, and 6, the Exhibit will be open to the trade only, which includes buyers and users of air conditioning equipment, as well as those installing it, states Fred J. Tabery, exhibit manager, who maintains offices at 3443 S. Hill St., Los Angeles.

A regional meeting and conference of the American Society

of Heating & Air-Conditioning Engineers (ASHAE) will be held May 6 and 7 at the Ambassador hotel in Los Angeles. Gerry Block, care of Holland-Morse Co., 4018 Laurel Canyon Blvd., North Hollywood, is in charge of arrangements.

One day's session will be comprised of a symposium on the air conditioning of existing buildings. The other will cover calculations investigating the application of air conditioning to a school, control of air-borne sound transmissions, impingement filters and smog, and the problem of recruiting personnel.

Attend 4-Day Course

WOBURN, Mass.—Refrigeration problems were among the topics discussed during a recent 4-day store engineering course here, sponsored by Maintain Store Engineering.

The course stressed the importance of work simplification and efficient management of supermarkets.

DUNHAM-BUSH

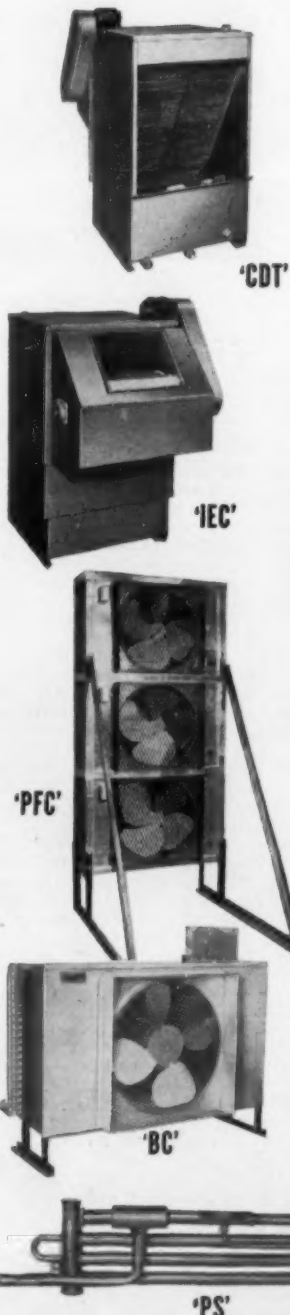
a SINGLE SOURCE

FOR *All* YOUR WATER-SAVER NEEDS

Wherever water is scarce, expensive, or contains excessive impurities . . . or wherever disposal facilities are inadequate . . . a Dunham-Bush water-saver can solve the problem. Whatever your need or preference in water-saving equipment, there's a Dunham-Bush unit to meet it.

All Dunham-Bush water-savers incorporate the most advanced engineering design . . . feature rugged, top quality construction.

For single-source simplicity, select DUNHAM-BUSH. And for capable engineering or application assistance, call on the experienced Dunham-Bush sales engineer in your area.



'CDT' COPPER DECK COOLING TOWERS

All copper decking cannot rust or rot. Sectional construction permits arrangement with blower fan or propeller fan . . . permits substitution of Inner-Fin coil for operation as evaporative condenser.

'IEC' INNER-FIN EVAP CONDENSERS

Inner-Fin coil construction, a Dunham-Bush exclusive, permits compactness of construction impossible in other units. Can be operated DRY where conditions warrant. Can be arranged with blower fan or propeller fan . . . converted to cooling tower by substitution of copper decking for condenser coil.

'PFC' PROPELLER-FAN CONDENSERS

Permit condensing of refrigerant without use of water. Two basic models, 2.2 Tons and 3.3 Tons, can be combined by mounting in banks to obtain any desired tonnage.

'BC' BLOWER CONDENSERS

For waterless condensing. Available in capacities up to 20 Tons, units feature low noise level . . . quiet operation. Famed Inner-Fin coil construction, rugged all-steel cases with durable rust-resistant finish. Easy to install; available arranged with blower fan or propeller fan.

'PS' PRESSURE STABILIZERS

Automatically maintain satisfactory head pressure when air cooled condensers operate outside in low ambient temperatures.

Request catalogs containing complete specifications on units shown.

DUNHAM-BUSH, INC.

WEST HARTFORD 10 • CONNECTICUT • U. S. A.